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$1.4 billion changed agencies in 1981—See Page 3

Advertising Age

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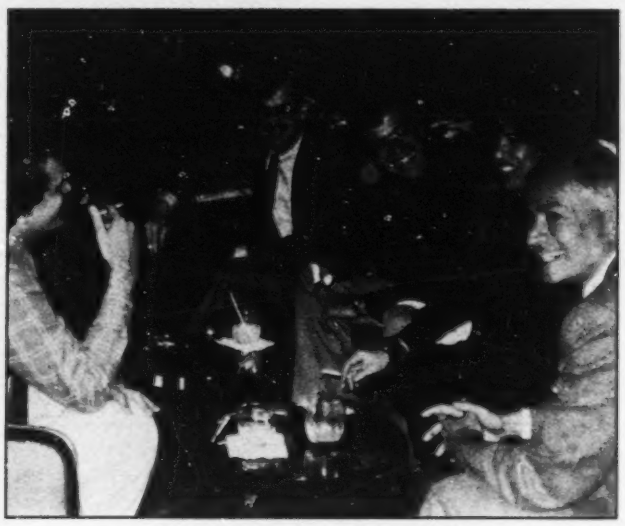

The Crown Center complex was center stage last week for the four top agencies competing for the Hallmark Cards account. Al Hampel (far right) led the creative delegation from incumbent FCB.

At Hallmark, 4 agencies present their very best

By JENNIFER ALTER

KANSAS CITY—When Joyce C. Hall decided in the mid-1930s it was time to develop a national advertising program for his greeting card business, he discovered that ad agencies did not look upon his company as a plum account.

"None of them were enthusiastic," recalls the founder of Hallmark Cards in his memoir, "When You Care Enough," "and a good many frankly said they were not even interested."

If the elderly Mr. Hall were to have come out of retirement last week and paid a visit to the modern Crown Center complex his company has spawned, he would have witnessed one of the most intense agency competitions in recent history. And Hallmark, with annual sales at about $1 billion, largely from the 10,000,000 greeting cards it sells each day, is the prize.

Whether the privately held

(Continued on Page 83)

COULD MEAN $50,000,000

ABC slotting prime time 60 for fall sales

By COLBY COATES

NEW YORK—In a move that could yield more than $50,000,000 in additional sales revenue, ABC-TV wants to add another minute of commercial time on all prime time nights with the exception of movie nights. To sweeten the deal, ABC affiliates will pick up four 30-second commercial breaks per week.

To stay within nonprogram guidelines established by the National Assn. of Broadcasters code board, ABC will run the two additional units instead of network promo time. This tactic is expected to head off any opposition on the ground that the two commercial units would add to clutter.

The plan was presented to affiliates last week, with a start date to coincide with the beginning of the 1982-83 season. But agency buyers will be negotiating for these units this summer when the upfront season starts.

No official word has come from its competitors yet, but there's not a tv man on Earth that thinks CBS and NBC won't follow ABC's lead.

The move is in response to network tv's two biggest enemies: Rising unit costs and spiraling Hollywood production costs, which are currently running far ahead of commercial cost increases.

ABC-TV sales vp Jake Keever said, "We need the expanded inventory. If we can't get it, we won't be able to maintain the caliber of our programs." Mr. Keever also feels the extra inventory "will tend to slow down unit cost hikes."

The initial reaction of the buying community is highly positive. "I'd love to see expanded commercial time as long as the networks cut back on their promotional time," said one major agency senior vp. His agency has already run the proposal by "six or seven key clients," and "they don't have any problems with it either," he said. "I think it's terrific," added another agency president, who also noted that in a buyer's market, the additional commercial inventory will give agencies a bit

(Continued on Page 78)

Phil. survivors move to fill 'Bulletin' gap

By STUART EMMRICH

The only two newspapers left in what was a four-newspaper town a month ago are moving swiftly to fill the void left in the Philadelphia market by last week's shutdown of the *Philadelphia Bulletin*.

The *Philadelphia Inquirer* and *Philadelphia Daily News*, both owned by Knight-Ridder Newspapers, have been working on contingency plans since Charter Co. announced on Jan. 6 that the the 134-year-old Bulletin was for sale. But both papers have been planning for what many predicted as the eventual closing of the once-formidable *Bulletin* since last August, when Charter announced the paper was in trouble.

Changes will be seen in both papers as early as this week following the *Bulletin's* closing on Friday. *(For coverage of the New York newspaper situation, see story on Page 3.)*

The *Daily News*, which had been hitting the newsstands at 9 a.m., started coming out with a 6:30 a.m edition today in an attempt to pick up more of the commuter traffic, according to paper spokesman Bill Broom. The paper also will start to become more of a "complete newspaper," beefing up its regular mix of sports and features with more syndicated services and more local news coverage, Mr. Broom said.

But the most extensive changes will be carried out at the *Inquirer*, the Pulitzer Prize-winning morning paper. Editors there plan to increase the paper's staff—picking up a number of *Bulletin* employes—and the news coverage substantially, with emphasis being placed on the suburban areas ringing Philadelphia, where the *Bulletin* was particularly strong. Spokesmen at the *Inquirer* say there soon will be an expansion of the suburban "zone" editions that now are limited to the Main Line area of Philadelphia and parts of southern New Jersey.

The paper also has started adding more people to the sales staff as it looks to increase its already

(Continued on Page 82)

Cobb to head GF pet food

WHITE PLAINS, N.Y.—Ralph L. Cobb has been named to head General Foods' ailing pet foods business as the company sets in motion plans to focus on profits instead of volume.

Mr. Cobb, corporate vp-group exec and formerly president of the foodservice division, succeeds Robert Sansone, earlier named general manager, beverage division.

GF's pet food business is under tremendous pressure since its strength, the soft-moist segment, has been suffering. GF's canned and dry entries have shown some share gains, but sources say the company has been losing money because it found it necessary to push with heavy deals and other promotional activities. The big winners through all this have been generics and private labels.

Some sources project GF's losses in pet foods for the fiscal year ending in March at close to $10,000,000. Because of the company's difficulties, there has been much talk among competitors, distributors and retailers about whether GF should consider getting out of the business altogether.

The company said the business is not for sale. GF thinks it can operate its pet food business profitably, and "plans are in place to do that," it added. The company is now introducing a five-flavor line of Gaines Gravy Train canned dog food (AA, Jan. 18).#

NEWSPAPER
AA
DC2001ACONGLI FMJF M
CONGRESSIONAL INFO SERVICE
SRI ACQUISITIONS
4520 EAST-WEST HWY #800
WASHINGTON DC 20014

last minute news

AHP moves $50 million of business to 3 shops

NEW YORK—American Home Products is moving creative on brands spending about $50,000,000 from Murray house shop to Rosenfeld, Sirowitz & Lawson, Esty and Kornhauser & Calene; all AHP agencies. Murray keeps buying. Assignments include Anacin and Preparation H.

GM launching 'go-it-alone' rebate program

DETROIT—General Motors will launch a "go-it-alone" rebate campaign following collapse of union negotiations *(see earlier story on Page 82)*. GM unilaterally will pass through givebacks by employes, dealers and suppliers (including ad agencies) for $500 to $2,000 rebates mainly on fwd cars and compact trucks. Page newspaper ads break this week via D'Arcy.

Public tv gets go-ahead to test advertising

WASHINGTON—Ten public tv stations were authorized Friday to sell or barter time for product and institutional ads by a special government

(Continued on Page 8)

CBTV ON ITS OWN, HIRES AGENCY

Boycott punch weakens

By JANET NEIMAN

The Moral Majority's decision last week to withdraw its support for a boycott of tv advertisers reinforces the general lack of concern expressed by marketers last week over renewed threats from the Coalition for Better Television.

With the organizational prowess and financial muscle of the Moral Majority eliminated from the issue, already-skeptical advertisers are even more likely to be unconvinced of the CBTV's ability to mobilize a band of consumers strong enough to influence their tv buying habits.

As originally reported in Advertising Age Jan. 25, the Coalition for Better Television has once more taken up the cause that was deferred last June when, according to the group's leader, Rev. Donald Wildmon, advertisers agreed to respond to the CBTV's objections to gratuitous sex, violence and profanity on tv by avoiding sponsorship of offensive programs.

Rev. Wildmon said last week that the boycott will begin March 2 with a press conference at which the names of an undisclosed number of boycott targets will be revealed. "Some programs are receiving generally better marks. . .[but] television over-all has not changed," he said.

Cal Thomas, a spokesman for the Moral Majority, said his group decided not to participate in the boycott because "after conversations and meetings with advertisers and network executives, we believe that improvement has been made in prime time programing in the areas we addressed—sex, profanity and violence. Certainly more could be done. But the application of a stick brought about a change, and now we're trying a carrot." He defined the "stick" as the boycott threat, the "carrot" as the lack of such a threat.

PTA stresses positive with tv program "seal." See Page 78.

Despite Rev. Wildmon's claim that the coalition's influence could extend to millions of consumers even without the Moral Majority, many advertisers, including some of those named as targets in the last go-round, are far less fearful and much more open about the pending boycott than they were last time.

"There was a lot of discussion [among advertisers] when the good Reverend made a lot of flurry about this last year," commented the media director for a major midwestern company. "A lot of them didn't know anything about [Rev. Wildmon] or the coalition; they didn't know who they were dealing with. There was a fear of the unknown. . .Now that they have gained knowledge on the issue, they're not as fearful."

Added a top exec of one Chicago ad agency, "I think a backlash is going on now [among advertisers] that's backfiring on the people creating [the pressure]. Most responsible clients would be prudent

(Continued on Page 78)

Simple as pie

Chesebrough-Pond's new Ragu Pizza Quick crust mix and sauce (AA, Dec. 21) are touted in tv spots by Waring & LaRosa as "homemade pizza, simple as pie."

Coming next week

Ad Age to debut new Magazine

The Feb. 8 issue of Advertising Age will contain some significant changes as we introduce the new weekly Advertising Age Magazine.

The new Magazine represents a merging of the former Section 2 theme material and the feature articles and columns that have run on the tan-colored pages designated as the former "Magazine" section. The combined product will contain more editorial space, greatly improved use of illustration and more of the kinds of useful and interesting features readers have told us they want.

As a distinct publication with its own identity, the new Magazine will have its own cover and be printed on a heavier grade of paper than the news sections of Advertising Age.

The new Magazine will incorporate in its own center the Section 2 theme material we have been presenting for several years. Next week's issue examining the increasing trend toward corporate involvement in recreational sports is typical.

The new format also will provide a vehicle to more effectively display marketing case studies, analysis of advertising strategies and in-depth personality and company profiles.

Our most popular columnist, James Brady, will be moving to a fixed position in the Magazine, and other new features and columns will be appearing regularly.#

COLA ENTRY

Seven-Up opens up Like test

St. Louis—Seven-Up Co., attempting to carve a slice of the soft drink industry's newest niche, will soon test market Like, a sugarless, caffeine-free cola.

The Philip Morris Inc. subsidiary will introduce the drink in five markets, including Madison, Wis., San Diego and Dayton, O., sources confirmed.

As yet, none of those markets has any media scheduled, but bottlers are said to expect the product and advertising support within the next few months. Backer & Spielvogel, New York, will handle Like (AA, Aug. 3).

Officials for Seven-Up would not comment on marketing plans for the beverage.

■ Like will be the second sugarless, caffeine-free beverage to hit the marketplace. Royal Crown was first with the introduction of RC 100. Since its rollout into 50 states in 1980, that entry has shown indications of being a successful trail blazer for the an emerging segment.

In 1980, RC 100 sold 6,000,000 cases and, in 1981, estimates tally at 15,000,000 cases, according to Manny Goldman, beverage analyst for Sanford C. Bernstein.

"It is crawling its way up to the 35,000,000 and 40,000,000 range," he said.

Industry observers add that Seven-Up is wise not butting heads with cola giants Coke and Pepsi.

What may also be in Like's favor is that it is part of a growing diet drink segment. Industry sources indicate sugarless soft drinks have grown at an 8% annual rate.

Bottlers and industry observers are quick to point out that no matter how popular Like becomes, it will not solve the company's floundering position in the soft drink market. An erosion of the mainstay 7UP brand has dropped the company into fourth place behind Dr Pepper with a 5.4% share.#

highlights

Monday, Feb. 1, 1982

No Nonsense's Ultra Sense may make plenty of marketing sense. *See Page 10.*

Opposite ends of the market are proving attractive to Chrysler marketers, who are pinning their early spring hopes on little sporty cars and big luxury ones. *See Page 12.*

American Express is trying a "Good Samaritan" approach to tie card usage to fund-raising needs. *See Page 14.*

Six in 10 Americans believe "things are getting worse for the nation," as concerns over recession and unemployment grow. *See Page 28.*

Benton & Bowles' next acquisition will be a smaller, more personalized agency to fill out its communications empire. *See Page 34.*

IHOP Corp. is trying out a U.S. version of its European Wienerwald restaurants. *See Page 64.*

ComputerLand, a personal computer distribution chain, is growing rapidly. *See Page 64.*

The Supreme Court has thrown out Missouri's rule that limits direct mail by lawyers. *See Page 67.*

Brewing a stronger ad campaign, the National Federation of Coffee Growers of Colombia is making the U.S. more aware of Colombian coffee. *See Page 73.*

Slow car sales are prompting top General Motors executives to criticize Chevrolet. *See Page 75.*

CORPORATE CLOSEUP

Hanes Corp.'s L'erin is embarking on a new marketing push to improve its position. *See Page 4.*

MAGAZINE

Shirley Polykoff, the first "living lady" to be elected to the American Advertising Federation's Hall of Fame and the writer of the first advertising for Clairol hair color—"Does she or doesn't she?"—tells of her years in the business and talks about the change in how clients view "fresh and different" advertising. *See Page 45.*

Is "easy twist-off cap" contradictory? What is "assembles in a jiffy" alluding to? Miranda Morse stalks such common slogans and tells what they *really* mean. *See Page 48.*

What would you do if your boss said, "You're fired!"? Thomas H. Schwarz offers some guidelines that may help turn what appears to be a tragic situation into an opportunity instead. *See Page 50.*

The Owl is back with another marketing fable—this time about an encounter with a "weasel" of a client. *See Page 50.*

Louis J. Haugh presents some methods in how the promotion function can be managed to parlay high costs into better and more cost-efficient promotions. *See Page 54.*

VIDEOTECH

Vitt Media is joining the trend toward installing financial executives as presidents. *See Page 58.*

USA Cable Network is celebrating the new year in a big way—with a $10,000,000 time buy complements of Levi Strauss. *See Page 60.*

section 2

TV SWEEPS

What do media buyers look for in the numbers they get from the rating services? This week's Tv Sweeps/Section 2 explores the buyers' side to find out what goes into their decisions and what information they would like to have to help make those decisions easier. The results of the November tv ratings race also are featured, with tables from data gathered by A.C. Nielsen, listing top stations in various categories in 150 U.S. markets, starting opposite Page 42.

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Transportation takes top honors

Record $1.4 billion changed hands in '81

By NANCY MILLMAN

When chief executives of publicly held advertising agencies meet with securities analysts to hawk their stock, they almost always endeavor to dispel the notion of the advertising business as, in the words of JWT Group's Don Johnston, "small-time, cyclical performers with no hard assets whose clients come and go through a rapidly revolving door."

The year 1981 may have made this image tougher than ever to shake, as a record $1.4 billion worth of advertising billings moved from one agency to another. This figure was compiled from Advertising Age reports of account changes over $500,000.

The total U.S. agency volume for 1981, according to the American Assn. of Advertising Agencies, was $24.4 billion in billings. So, although the percentage of total billings is not that large at 6%, the figure of $1.4 billion is a staggering one. In fact, it is double the total of changes five years ago—1977, the last year for which AA compiled this report.

Individual account changes have been well reported and analyzed in these pages during the year, but taken as a whole, patterns become evident.

The transportation category dominated the news because of the multitude of switches in the airline industry. Eastern, Pan Am, American, Continental, Braniff, Southwest, Northwest and Republic Airlines were the major carriers to switch.

Deregulation threw open the floodgates of change. New competition faced long-entrenched leaders. Re-

(Continued on Page 65)

Top account changes by industry

Transportation	$268,200,000
Food	$196,900,000
Health & beauty aids	$180,000,000
Fast-food	$130,550,000
Beer, wine and liquor	$ 86,800,000
Financial	$ 75,700,000
Clothing and jewelry	$ 75,250,000
Consumer electronics and cameras	$ 59,500,000
Appliances/hardware	$ 59,100,000
Hotels, tourist attractions	$ 50,600,000
Retail	$ 49,250,000
Entertainment and media	$ 45,450,000
Household products	$ 41,500,000
Computers/office equipment	$ 34,700,000
Automotive aftermarket	$ 33,000,000
Toys	$ 28,000,000
Miscellaneous	$ 70,350,000

American widens its appeal

By TOM BAYER

Dallas—In its first campaign for American Airlines, breaking on network tv and in newspapers and magazines this week, Bozell & Jacobs/Southwest has brought American's people to the fore to present the airline as warm, personal and caring.

That is how B&J's research said American is perceived by its passengers. That is not how the airline has been presented in previous advertising; claims of being No. 1 in Airline Passenger Assn. surveys of frequent travelers and pictures of glistening planes have been the hallmarks.

While American is dropping its earlier look for the people-oriented campaign, it is keeping the well-known theme "We're American Airlines, doing what we do best." Peter Finn, B&J/Southwest president, said American has substantial equity in the theme, which is being expanded in the 1982 campaign to position American as "giving you our best."

Mr. Finn said that rather than focus on specific market segments (which the No. 1 campaign did with the business traveler), the scope of the new campaign is broader, focusing on the specific service and standards sought by the various traveling publics.

American still feels it is No. 1 with the professional traveler, but a new APA survey to attest to that fact will not be released until early March, according to David O. Stamey, APA managing director. Mr. Finn said he did not know whether the survey results would be incorporated in any future versions of the campaign.

Price and destination definitely will be an integral part of the American campaign, though, with newspaper ads having been designed in a modular form to

(Continued on Page 78)

Biggest moves of '81

Eastern Air Lines $54,000,000	**Nestle** $21,700,000
McDonald's $53,000,000	**Republic Airlines** $20,000,000
American Airlines $45,000,000	**STP Corp.** $17,000,000
Pan Am $35,000,000	**Continental Air Lines** $16,000,000
Southland Corp. $25,000,000	**Minolta Cameras** $15,000,000

Super numbers score with advertisers

By COLBY COATES

New York—Super Bowl XVI was a super buy.

Playing to an all-time record Super Bowl viewing audience, the game scored a 49.1 rating and 73 share, which translates into a "rough" estimate of 105,000,000 people who watched all or part of it. On a household basis, the game delivered 40,020,000, nearly half of the 81,500,000 U.S. tv households.

Whether it was Anheuser-Busch, Pabst or Miller, or Toyota, Subaru or Ford, advertisers had to walk away from the game with smiles to match the one flashed by San Francisco quarterback Joe Montana, the game's most valuable player. It was Toyota, with a reported $2,000,000 commitment, that emerged as the Super Bowl's heaviest tv spender *(see editorial on Page 16)*.

Based on a rate card price of $345,000 per 30—that figure ranges somewhat depending on a several variables—advertisers came away from the most prestigious buy in tv paying a household cpm of about $8.60. The buy's key target, men aged 18 to 49, worked out to about a $13.20 cpm. For comparison purposes, a prime time cpm ranges anywhere from $5 to $6, with ABC's "Monday Night Football" priced around a $9 cpm against the men, 18-49 target.

It's hard to find a buyer that could knock those numbers, especially since Super Bowl XVI is the highest-rated live program in the history of tv, and third highest of all time, behind the "Who Shot J.R.?" episode of "Dallas" and the last episode of ABC's "Roots."

In retrospect, some adfolks could argue that the game was priced too cheaply, even though this year's unit cost of $345,000 was $70,000 more than buyers paid for SB XV on NBC. They also know one thing: SB XVII, in Los Angeles next year, should fetch a unit price tag in excess of $400,000, maybe even more than $425,000. And buyers will be happy to pay it.

CBS-TV sales vp Paul Isacsson said the network's unit asking price was a "good one" in view of the estimates going in. But he felt that despite the "hullabaloo" over the unit cost, the final numbers deserved an even higher price.

If there was any other loser besides the Cincinnati Bengals, it was those advertisers that purchased overtime. Overtime sales are usually made late in the week before the game. The seller gives each of the game's advertisers a chance at overtime space; if none wants it, they sell to the highest bidder. This year, overtime was reportedly sold at a rate in excess of $200,000.

Overtime generally sells at a cheaper rate than the game because, as one buyer put it, "There's no merchandising value to a maybe." If an advertiser is already in the game, an overtime buy is pure gravy. But if it is a client that

(Continued on Page 77)

world news roundup

London—Mars is celebrating its golden jubilee in the U.K. market with the launch of its biggest-ever Mars Bar—15% larger than the original bar, at no price increase. Mars is backing the launch, through D'Arcy-MacManus & Masius, with a substantially increased ad budget, including an extra $4,000,000 in the first quarter of 1982.

Toronto—Rogers Cablesystems, despite being strapped for cash and forecasting a loss during 1982, has earmarked $3,000,000 for lobbying to support its bid to acquire more U.S. cable franchises.

Duesseldorf—R.W. Eggert, the largest German-owned agency, announced a 14.3% increase in billings for 1981 ($53,500,000), set against an industrywide average increase of 3.6%. The launch of Henkel's new Liz liquid detergent was a key factor in the rise.

Milan—The Italian government will spend $324,400 on a good-nutrition advertising campaign to stop Italians from overeating. Recent studies show 13% of the country's schoolchildren are overweight.

Ottawa—Church leaders last week asked the Canadian Radio-television Telecommunications Commission to lift the 50-year-old ban on religious groups owning broadcasting outlets. In another move, the Canadian Broadcasting Corp. has refused to air antismoking ads for the Saskatchewan government, because they are "an attack on smokers."

London—Grey Advertising has been appointed to handle all corporate, retail and travelers cheque advertising for Bank of America in the U.K., to the tune of $3,000,000 to $6,000,000.

Top exec still 'confident'

'News' unions offer first aid

By STUART EMMRICH

New York—Robert Hunt, president of the *New York Daily News*, says he is "absolutely confident" that parent Tribune Co. will find a buyer for the paper, but employes at the paper still are scrambling to come up with alternatives to closing the paper, which they fear is Tribune Co.'s most likely action.

The Allied Printing Trades Council, representing all of the paper's unions, was planning to send a letter to the Tribune Co. late last week outlining a proposal under which an employe stock option plan (ESOP) would take over the *Daily News*, according to George McDonald, a spokesman for the unions. Mr. McDonald also spoke of union contract concessions possibly being made in an effort to keep the paper alive. Representatives of the Newspaper Guild also are trying to put together a plan involving employe-management ownership of the paper.

Meanwhile, execs at the *News* itself are denying that a timetable has been set for the paper's shutdown.

"We have set absolutely no dates to close down the *Daily News*, and we are out vigorously trying to sell the publication," Mr. Hunt told Advertising Age. "I'm absolutely confident we can sell it and we have prospective buyers."

But several developments at the paper continue to fuel speculation that potential buyers for the *News* are scarce.

Last week, management held a meeting for the paper's approximately 200 nonunion employes to spell out their severance privileges in the event of a closing. There had been no written policy prior to this.

Les Bridges, marketing director of the paper, said the meeting did not signify that the days of the *Daily News* were numbered, but was held to "ease concern among those people who are not under union contracts."

He emphasized that although he could not guarantee that the paper would not fold by the end of February, as has been suggested by insiders (AA, Jan. 25), "there has been no dictum on the part of the Tribune Co. that a date has been set" and that negotiations are continuing with potential buyers.

Union employes nonetheless are rushing to put together a package of their own. Representatives of the groups say they feel they have to work as quickly as possible to put together a proposal before it is too late.

"Time is fleeting," said Bob Carroll, a Newspaper Guild officer. "We are looking to make an approach to the Tribune Co. no later

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Accounts

(Continued from Page 3)
cession compounded the problem, shrinking load factors and forcing airlines to cut fares. Red ink became the motif on the balance sheets. From the red ink came top management changes at many of the airlines, or desperate leaders in those companies that did not alter their ranks.

Some airlines were ready to blame their longtime marketing allies for declining occupancy rates and profits, or to turn to close friends who ran agencies for the security they needed.

And the flock of new carriers created or helped by deregulation, and the smaller ones that emerged from their provincial cocoons, also made moves; Scandinavian Airlines, U.T.A. French Airlines, Jet America, Golden Gate, Pacific Southwest, Laker and Midway were some of the smaller carriers changing agencies.

The biggest switch of the year was in the airline category—the $54,000,000 Eastern account, which moved from Young & Rubicam to Campbell-Ewald. The agency that created "The Wings of Man" slogan was forsaken after 20 years in what was reported to be one of the year's many "friendship deals." The friendship is between Eastern's chairman Frank Borman and Campbell-Ewald's top man Thomas Adams. When other agencies heard that C-E was making a pitch for the ailing airline, which just last week reported a $29,400,000 loss in the final quarter of 1981 compared with a $6,900,000 profit the year before, they were anxious to participate in the "review" but were rebuffed. It then became clear to Y&R that the "review" was stacked against them.

The incumbent made several presentations within a week, all of which, sources said, impressed the client. Then C-E was called back in and given a chance to top Y&R. Despite all the other airlines switches, Y&R still has not landed another airline account.

Nor has Benton & Bowles, whose Los Angeles office was stricken by the loss of Continental, which was lured by Wells, Rich, Greene. WRG saw the writing on the wall with its Braniff account, and dropped that $12,000,000 piece of business to take on Continental, billing $16,000,000.

In the Midwest, the airline situation was no less volatile. Early in 1981, Campbell-Mithun, longtime agency for Northwest Airlines, lost the business. What would prove to be another recurring theme in 1981 account changes came into play during this move. As C-M chairman George Gruenwald said at the time, "When there are management changes, there are agency changes." The new regime at Northwest wanted an agency of its own selection and, after a review, chose Grey Advertising.

Agency executives were bombarded with the message: When your client says he's happy, it's not time to relax—especially if an agency with experience in that category suddenly becomes available.

When Campbell-Mithun lost Northwest, management sent a new business solicitation letter to Republic, which was handled by Hoffman-York. (Compton acquired Hoffman-York last year, and Republic was its largest account.) Jon Harty, the carrier's director of advertising and sales promotion, said last February, "We are happy with the excellent work of Hoffman-York." In December, Campbell-Mithun got the $20,000,000 Republic account.

It was product battles and the impact of generic products that made the food category the second largest in account moves.

Nestle moved $21,700,000 worth

(Continued on Page 66)

Independence 1982

In the largest merger of two public relations firms, Ruder & Finn and Harshe-Rotman & Druck, we reaffirm the belief in the uniqueness of public relations. We are committed to maintaining the highest standards of counseling and service to clients. We have no parent company with business interests that might limit the range of our imagination or diminish the quality of our judgment.

We have expanded resources in graphic design, broadcast communications, media relations, marketing, financial relations, and media training. Our subsidiary, Research & Forecasts, Inc., is the largest public opinion and auditing research facility in the profession. Our subsidiary, Arts & Communications Counsellors, is the leading organization of its kind.

We will continue to work in tandem with our many advertising friends as fellow professionals in complementary fields. We respect public relations firms who have chosen a different course and wish them well, but we plan to preserve the uniqueness of our function and build our future in a different way.

Ruder Finn & Rotman
America's Largest Independent Public Relations Firm.

Offices: New York, Chicago, Los Angeles, Toronto, Washington, D.C. International Partners: Amsterdam, Barcelona, Dusseldorf, Geneva, Lisbon, London, Madrid, Milan, Montreal, Paris, Rome, Stockholm, Stuttgart, Tokyo, Toronto, Vienna.

Accounts

(Continued from Page 65)

of its brands last year as dwindling shares in major product categories such as tea and coffee, as well as product introductions that were off the mark, put the parent company, Nestle S.A. in Switzerland, in a position to move. J. Walter Thompson Co. and McCann-Erickson were the primary beneficiaries as Nestle took Nescafe, Quik and Nestea from Leo Burnett Co., a total of $15,700,000 in billings.

Generics and private-label brands had hurt Nestea in the instant tea and iced tea segments. And Sunrise, an instant coffee product with chicory, which was launched by N W Ayer, did not reach expectations. Sunrise moved to JWT, as did Nestea, while Quik and Nescafe went to McCann.

A product battle in a major category cost BBDO a major chunk of its Hunt-Wesson business. Cooking oil was the arena as Hunt-Wesson rallied its forces to move aggressively against Procter & Gamble, which has Crisco oil, the leading product, and Puritan, a strong entry in the light oil category. BBDO had handled Wesson oil, for which the company spent $5,500,000 in advertising. Wesson was losing share points, and was at 20% of the market to Crisco's 25%. Hunt-Wesson's light oil entry Sunlite, a $8,500,000 piece of business, was neck-and-neck with Puritan, with about 11% share. Moving for a stronger position, the client placed Sunlite at Dailey & Associates and Botsford Ketchum got Wesson oil.

BBDO also was a victim of an "exploratory" creative test that turned into a major account move. The feisty Backer & Spielvogel shop was asked to test new approaches for Campbell Soup, a longtime resident at BBDO. The "Soup is good food" campaign reaped such good results in a West Coast test that Backer got the whole $12,000,000 kettleful. The agency also later picked up the company's $4,500,000 V-8 vegetable juice from Needham, Harper & Steers, due to a conflict that arose when Needham won Shasta.

In another interesting move in the food category, MCA Advertising won about $13,000,000 worth of Standard Brands (now Nabisco Brands) business in a consolidation move. Standard Brands had hired Marketing Corp. of America's consulting division in 1979 to supply marketing advice. The recommendation was to replace the brand management setup with a category management system and consolidate at one agency, to obtain more clout. The one agency turned out to be MCA's advertising subsidiary. Business moved from Wells, Rich, Greene; Doyle Dane Bernbach; D'Arcy-MacManus & Masius, and Lee King & Partners.

Banks figured prominently in the agency-switching scene last year. The merger of Shearson and American Express, and Sears, Roebuck & Co.'s moves to form a financial conglomerate, put banks in the position of having to be tremendously aggressive in luring the consumer's dollar.

This is exemplified in the Chase Manhattan Bank, which took its $6,000,000 retail account to Wells, Rich, Greene from Dancer Fitzgerald Sample. WRG earlier had picked up the wholesale portion of the bank's business.

A new category for account changes that emerged in 1981: Alternative tv programing. Showtime, Star pay tv, USA Cable Network, Warner Amex Satellite Entertainment, Super Time pay tv all named new agencies, as did Warner Home Video for videocassette rentals, and National Video, a franchise rental operation.

It was a game of musical agencies in the 35mm camera category as Minolta, Nikon, Vivitar and Konica each made a switch.

Many observers expected a domino effect when McDonald's Corp. made its sudden $53,000,000 move to Leo Burnett Co. from Needham, Harper & Steers. It was thought that other fast-food companies would quickly hook up with Needham's expertise in the category, but it hasn't happened yet. Needham execs have said that they have been approached, it is assumed by smaller chains, but they are waiting for the right one.

But the fast-food category was quite active, even without fallout from the McDonald's move. Wendy's International formed a new network of "super agencies" for its co-ops, moving a total of $18,500,000 in billings around the country to eight different agencies.

The regional Pizza Inn chain, billing $9,000,000, went to Stern/Monroe; Bozell & Jacobs got Sambo's from Geers Gross, a $10,000,000 account; Ponderosa left Doyle Dane Bernbach and put its $10,000,000 account at Avrett, Free & Fischer; Godfather's picked Bozell & Jacobs for its $5,000,000 pizza chain advertising, and Church's Fried Chicken went to BBDO, Chicago, from GSD&M, a $1,500,000 account, just to name a few.

What do the ceo's of those agencies say to all this? Foote, Cone & Belding's new chairman Norman Brown contends that, "over-all, advertising is a relatively stable, mature, professional business. Most solid, deeply experienced companies," Mr. Brown said, "continue with their policy of wonderful, long-term relationships."

In addition, Mr. Brown noted, "agencies are in their own cost/price freeze. Our costs go up about 10% each year, and often the increases in clients' budgets are not enough to cover those costs. It is possible that agencies under these conditions would increase their new business activity and shake loose relationships" that otherwise would have stuck together.

Alex Kroll, president of Y&R/USA, which lost the Eastern Air Lines account last year, said that although 1981 had "the coincidence of some spectacular changes," far more clients want "continuity" than they do "change for change's sake—the saddest line in all of advertising."

Research assistance was by editorial assistant Denise O'Neal.

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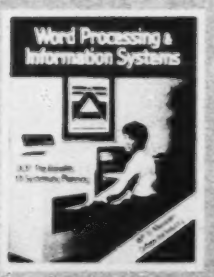

The magazine of automated business communications
Est. 1973

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Liquor industry goes flat in '81

By JOHN C. MAXWELL JR.

As has been the case for the last two or three years, liquor industry volume in 1981-82 should be relatively flat. We attribute this to three factors. First, and most obvious, there is the weak economy.

Second, as we have previously noted, people appear to be moving away from alcoholic beverages as a whole. Some years ago, the wine industry was growing at 15% to 20% annually vs. the current level of about 6%; beer was growing around 5% to 6% vs. 2.5% to 3% currently, and the liquor industry was growing 6% to 7% vs. a current growth rate close to zero.

Last but not least, there is the industry's aggressive pricing. Increasingly, companies tell us that in essence they are going to use their liquor divisions as "cash cows" since they consider the industry somewhat mature and feel that its cash flow could probably be used better elsewhere. Therefore the industry will continue to prune brands actively, may lower or cease advertising on brands that show little or no long-term promise and will be aggressive on pricing.

In the liquor industry as a whole the only real 1981 volume growth appeared in the white goods and the brandy-liqueur-cordial group, with nonwhisky volume up about 3%. The whisky area was off almost 2.5%, with the only increases achieved for U.S. bottled Canadian (up 2.5%) and Irish (up about 2%). Vodka continues to have growth problems, and some observers suggest that people are moving away from this product and into white wine. Even rum, as a category, was up a mere 10% vs. substantially higher growth figures in the past.

Of the two major brands in the liquor industry, Bacardi rum was up and the slight drop for Heublein's Smirnoff vodka represented good improvement from its larger drop in 1980. Only a few vodkas showed gains; however, Nabisco Brands' Silhouette is off to a good start. Hiram Walker's Old Smuggler scotch jumped 45% in one of the industry's best unit gains. J&B scotch, down slightly, continues as the leading brand in that area, with Dewar's (up 4%) a close second and the only major scotch with an increase.

■ The recently introduced Beam 8 Star appears to be on its way to great success. Jim Beam continues in fifth place (up 5%) in the industry and is the best-selling bourbon. The Beam division of American Brands can claim gains for nearly its entire portfolio.

Other winners are Walker's Kahlua (up 3.9%), which went from 25th to 18th in over-all industry position, and Heublein's Black Velvet (up 2%), which jumped from 26th to 19th. It also is interesting to note that Baileys Irish Cream liqueur appears to be taking share away from some of the imported specialties, such as Glenmore's Amaretto di Saronno. Baileys' 150% unit growth in 1981 to 625,000 cases is one of the fastest gains we have seen in the industry.

Brown-Forman is continuing to post gains. Its Jack Daniel's had the best unit growth of the major products (up 24%), moving it from 10th to sixth position. Its Canadian Mist was up close to 7%, and Martell's cognac jumped almost 29%, although from a low base.#

1981 sales of top liquor brands

(brands selling 1,000,000 or more cases)

Rank '80	Rank '81	Brand	Company	3-Gallon Cases (000) '80	'81 (E)	Change
1	1	Bacardi	Bacardi	6,319	6,515	3.1%
2	2	Smirnoff	Heublein	5,873	5,810	(1.1)
3	3	7 Crown	Seagram	5,080	4,950	(2.6)
4	4	Canadian Club	Walker (GWL)	3,850	3,700	(3.9)
5	5	Jim Beam	James Beam (AB)	3,500	3,680	5.1
10	6	Jack Daniel's	Brown-Forman	2,519	3,123	24.0
6	7	V.O.	Seagram	3,065	3,000	(2.1)
8	8	Windsor Supreme	National	2,785	2,785	—
7	9	Popov	Heublein	3,002	2,691	(10.4)
13	10	Canadian Mist	Brown-Forman	2,421	2,581	6.6
11	11	Seagram's Gin	Seagram	2,520	2,550	1.2
9	12	Gordon's Gin	Gordon/Renfield	2,550	2,500	(2.0)
12	13	J&B Rare	Paddington (PC)	2,500	2,350	(6.0)
14	14	Dewar's	Schenley (RA)	2,115	2,200	4.0
16	15	Gilbey's Gin	National	2,145	2,145	—
15	16	Cutty Sark	Buckingham	1,850	1,700	(8.1)
15	17	Gordon's Vodka	Gordon/Renfield	1,670	1,690	1.2
25	18	Kahlua	Walker (GWL)	1,500	1,640	3.9
26	19	Black Velvet	Heublein	1,594	1,628	2.1
22	20	Gilbey's Vodka	National	1,535	1,600	4.2
25	20	Kamchatka	National	1,600	1,600	—
19	21	Johnnie Walker Red	Somerset (NS)	1,620	1,570	(3.1)
17	22	Ancient Age	Schenley (RA)	1,750	1,550	(8.9)
23	23	Christian Brothers	Fromm & Sichel	1,525	1,525	—
24	24	Beefeater	Kobrand	1,510	1,510	—
21	25	Ten High	Walker (GWL)	1,550	1,500	(3.2)
20	26	Early Times	Brown-Forman	1,546	1,477	(4.5)
27	27	Kessler	Calvert (S)	1,400	1,400	—
28	28	Walker Brandy	Walker (GWL)	1,300	1,350	3.8
31	29	Tanqueray	Somerset (NS)	1,070	1,100	2.8
29	29	Calvert Extra	Calvert (S)	1,160	1,100	(5.2)
33	30	Old Crow	National	970	1,020	5.2
32	31	Southern Comfort	Brown-Forman	1,047	1,017	(2.9)
30	32	Imperial	Walker (GWL)	1,100	1,000	(9.1)
34	33	Wolfschmidt	Seagram	955	1,000	4.7

E—estimated.
Key to parent corporations: (AB) American Brands; (G) Glenmore; (GWL) Gooderham & Worts Ltd.; (NS) Norton Simon; (PC) Paddington/Carillon; (RA) Rapid-American; (S) Seagram; (NB) Nabisco Brands.

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Advertising Age/Section 2

FEBRUARY 1, 1982

TV SWEEPS

ABC stations still on top . . . details inside

BY COLBY COATES

In the end there were few surprises in the November, 1981, sweeps.

As shown on the following pages, in tables that detail television shares in the top 150 markets, local network affiliates generally performed in sync with their network.

According to research prepared by a veteran broadcaster, ABC affiliates, as in the past, emerged as the top draw among the key 18 to 49-year-old viewer in major urban centers.

CBS affiliated stations generally duplicated their past track record and began to pick up strength in markets 25 through 50, gaining further momentum in markets 50 through 100.

More often than not, NBC affiliates trailed the competition in most of the key breakouts, although NBC stations were not without outright victories in some smaller markets. Additionally, NBC stations scored a number of strong second-place finishes in the medium to larger markets.

Using data from A.C. Nielsen Co., the tables contained in this section give station total shares for women and men, 18 to 49. The last three columns indicate DMA (designated market area) household shares for the full broadcast week, prime time and early fringe.

Colby Coates, senior editor of Advertising Age *in New York, coordinates coverage of the broadcasting industry.*

An analysis of the top 50 markets suggests an ever tightening race between ABC and CBS affiliated stations. In the second 50, the lead shifts in favor of CBS, with the remaining 50 more a result of other factors besides programing.

There was bad news for two NBC stations—KNBC in Los Angeles and KRON San Francisco. In the key 18 to 49 demographic, both trailed the network affiliates or network-owned-and-operated stations, as well as one independent station.

ABC stations were the demographic leaders in all of the top 10 markets, with CBS breaking ABC's stranglehold in markets 17 and 18, St. Louis and Tampa-St. Petersburg, Fla. After that, ABC maintained its demographic edge through most of the rest of the top 50.

In terms of the top 10 stations in the top 50 markets, WBRC, Birmingham, Ala., an ABC affiliate, was the biggest draw among women 18 to 49, notching an average 54 share.

Stations scoring the highest numbers with women viewers in markets 51 through 100 were more equally spread over the spectrum, with the majority of NBC's first and second place finishes coming in these markets.

CBS affiliates dominated the demographics in markets 100 through 150, though a station's performance in these smaller areas is sometimes less dependent on programs and more dependent on a station's signal. In Erie, Pa., for example, the dominant force is WICU, the NBC affiliate and lone vhf in the market.#

Illustration by John Sandford

TV'S TOP 150 MARKETS

Stations scramble for shares; Nielsen November sweeps keep score

	—Station total— Su-Sa, 7 a.m.-1 a.m. Women 18-49	Men 18-49	—DMA household share— Su-Sa 7 a.m.-1 a.m.	Su-Sa Prime time	M-F Early fringe
NEW YORK (1)					
WABC-TV (A)	28	24	23	27	17
WCBS-TV (C)	19	19	18	25	15
WNBC-TV (N)	19	18	21	23	18
WNEW-TV	13	13	13	9	16
WPIX	11	12	10	7	16
WOR-TV	7	9	7	3	10
LOS ANGELES (2)					
KABC-TV (A)	26	24	24	27	21
KNXT (C)	16	18	18	24	15
KTLA	15	14	12	10	17
KNBC (N)	14	13	17	20	13
KCOP	8	8	9	7	10
KTTV	8	8	9	6	13
KMEX-TV	6	4	3	2	4
KHJ-TV	5	7	6	5	8
CHICAGO (3)					
WLS-TV (A)	30	25	26	29	19
WBBM-TV (C)	21	23	24	30	20
WGN-TV	20	22	14	10	20
WMAQ-TV (N)	15	14	19	24	18
WFLD-TV	10	11	11	6	20
PHILADELPHIA (4)					
WPVI-TV (A)	35	31	32	33	33
WCAU-TV (C)	25	25	24	28	33
KYW-TV (N)	16	16	16	20	10
WTAF-TV	8	11	8	5	13
WKBS-TV	8	9	8	4	10
WPHL-TV	5	6	5	4	9
SAN FRANCISCO (5)					
KGO-TV (A)	27	26	22	23	23
KPIX (C)	23	21	22	25	20
KTVU	18	20	13	13	20
KRON-TV (N)	15	16	15	18	10
KBHK-TV	8	8	7	4	10
KTZO	4	4	4	3	4
BOSTON (6)					
WCVB-TV (A)	30	25	26	28	23
WBZ-TV (N)	23	25	24	20	22
WNAC-TV (C)	21	19	19	26	17
WSBK-TV	11	15	7	7	10
WLVI-TV	10	10	8	5	12
WXNE-TV	3	3	3	2	5
DETROIT (7)					
WXYZ-TV (A)	35	32	32	31	26
WJBK-TV (C)	24	25	25	31	17
WDIV (N)	20	19	22	25	26
WKBD-TV	14	16	12	7	19
WXON-TV	3	5	3	1	7
WASHINGTON (8)					
WJLA-TV (A)	29	25	26	29	19
WDVM-TV (C)	24	26	25	29	24
WTTG	20	19	14	8	20
WRC-TV (N)	18	16	18	21	15
WDCA-TV	9	11	7	6	11
CLEVELAND (9)					
WEWS (A)	35	34	32	32	30
WJKW (C)	24	23	23	28	21
WKYC-TV (N)	22	23	22	25	14
WUAB-TV	15	17	12	7	23
WCLQ-TV	4	3	3	1	5

	—Station total— Su-Sa, 7 a.m.-1 a.m. Women 18-49	Men 18-49	—DMA household share— Su-Sa 7 a.m.-1 a.m.	Su-Sa Prime time	M-F Early fringe
DALLAS-FORT WORTH (10)					
WFAA-TV (A)	31	29	28	31	19
KDFW-TV (C)	28	28	29	30	24
KXAS-TV (N)	18	18	22	23	20
KTVT	11	12	8	7	19
KXTX	5	5	4	2	8
KTXA-TV	3	4	3	—	5
HOUSTON (11)					
KTRK-TV (A)	36	34	33	33	25
KHOU-TV (C)	29	28	28	33	25
KPRC-TV (N)	19	20	20	23	17
KRIV-TV	8	9	8	3	18
KHTV	7	9	7	5	11
PITTSBURGH (12)					
WTAE-TV (A)	37	39	27	30	28
KDKA-TV (C)	30	26	29	29	34
WPXI (N)	21	21	18	19	11
WPGH-TV	8	10	7	4	11
MIAMI (13)					
WPLG (A)	32	33	27	28	18
WTVJ (C)	25	26	26	29	33
WCKT (N)	18	20	22	21	20
WCIX-TV	14	14	11	8	17
WLTV	7	5	5	5	6
SEATTLE (14)					
KOMO-TV (A)	32	30	28	30	24
KING-TV (N)	22	22	22	23	17
KIRO-TV (C)	19	20	20	22	24
KSTW-TV	15	16	13	9	18
KCPQ-TV	8	8	7	6	8
MINNEAPOLIS-ST. PAUL (15)					
KSTP-TV (A)	33	33	29	33	20
WCCO-TV (C)	32	32	31	33	28
WTCN-TV	17	17	17	19	19
KMSP-TV (N)	15	15	16	10	27
ATLANTA (16)					
WSB-TV (A)	35	35	32	32	30
WAGA-TV (C)	28	30	28	32	26
WXIA-TV (N)	21	19	21	23	18
WTBS	12	13	9	4	13
WANX-TV	4	3	4	2	8
ST. LOUIS (17)					
KMOX-TV (C)	32	29	29	33	25
KTVI (A)	29	30	26	30	23
KSDK (N)	18	17	21	23	20
KPLR-TV	13	15	13	8	17
KDNL-TV	6	6	5	3	10
TAMPA-ST. PETERSBURG, FLA. (18)					
WTVT (C)	34	34	32	33	36
WTSP-TV (A)	27	26	22	25	15
WFLA-TV (N)	22	21	25	25	15
WTOG-TV	15	18	10	5	14
WXLT-TV (A) (Sarasota)	—	—	3	3	2
DENVER (19)					
KBTV (A)	35	35	33	35	28
KOA-TV (N)	26	26	24	22	17
KMGH-TV (C)	22	22	22	28	20
KWGN	14	15	13	7	24
BALTIMORE (20)					
WJZ-TV (A)	37	35	30	31	28
WBAL-TV (C)	29	32	24	28	25
WMAR-TV (N)	25	25	23	25	25
WBFF-TV	7	7	6	4	7
WTTG	—	—	5	3	6
WDVM (C) (Washington)	—	—	3	3	2
WDCA	—	—	3	2	4
SACRAMENTO-STOCKTON, CAL. (21)					
KOVR (A)	31	28	23	27	16
KCRA-TV (N)	23	25	24	20	29
KXTV (C)	20	21	18	25	11
KTXL	19	20	11	8	15
KRBK-TV	4	5	5	2	9
INDIANAPOLIS (22)					
WRTV (A)	29	30	27	28	26
WTHR (N)	28	29	25	26	24
WISH-TV (C)	28	25	24	30	20
WTTV	15	14	13	6	20
PORTLAND, ORE. (23)					
KATV (A)	30	30	28	28	25
KOIN-TV (C)	27	27	25	28	27
KGW-TV (N)	22	20	22	24	19
KPTV	20	21	17	11	22
PHOENIX, ARIZ. (24)					
KTVR (A)	29	28	25	30	16
KOOL-TV (C)	23	23	23	27	24
KPHO-TV	22	22	20	12	30
KPNX-TV (N)	19	20	12	22	20
KNXV	3	5	3	1	5
HARTFORD-NEW HAVEN, CONN. (25)					
WTNH-TV (A)	46	41	27	27	26
WFSB-TV (C)	39	41	27	29	30
WVIT (N)	11	12	11	11	11
WNEW-TV (New York)	—	—	5	3	7
WNBC-TV (N) (New York)	—	—	4	4	3
WCBS-TV (N) (New York)	—	—	3	4	3
WPIX (New York)	—	—	3	2	5
WGGB-TV (A) (Springfield-Hartford)	—	—	3	3	2

These tables show the commercial tv stations in each of the top 150 markets. The first two columns rank shares for women and men age 18 through 49, as reported in the Nielsen November, 1981, sweeps covering the full telecast day. The last three columns show household shares for the full telecast day, early fringe and prime time. They are based on homes in Nielsen's designated market area (DMA).

These figures were compiled for Advertising Age from the Nielsen books by a veteran tv researcher.

Initials in parentheses indicate network affiliation (ABC, CBS, NBC); stations without initials are independents. Prime time is 8 p.m. to 11 p.m. Eastern Standard Time Monday to Saturday combined with 7 p.m. to 11 p.m. EST Sunday.

These lists include local network affiliates and share runners-up in each market, whether local indies or distant stations, affiliated or independent. Not all stations are listed. Stations appear only if they drew a minimum of 3 household share sign-on to sign-off. A blank under any column indicates not reported. The DMA as defined by Nielsen does not include distant satellite or microwave coverage.

	—Station total— Su-Sa, 7 a.m.-1 a.m. Women 18-49	Men 18-49	—DMA household share— Su-Sa 7 a.m.-1 a.m.	Su-Sa Prime time	M-F Early fringe
CINCINNATI (26)					
WKRC-TV (A)	31	28	26	28	17
WCPO-TV (C)	27	28	27	33	30
WLWT-TV (N)	20	22	23	24	18
WXIX-TV	17	19	11	5	19
SAN DIEGO (27)					
KGTV (A)	36	32	26	27	28
KFMB-TV (C)	29	30	24	26	29
KCST-TV (N)	22	23	17	16	10
XETV (Tia Juana)	12	13	9	8	11
KTLA (Los Angeles)	—	—	4	3	5
KTTV (Los Angeles)	—	—	3	2	3
KANSAS CITY, MO. (28)					
KMBC-TV (A)	36	35	29	31	26
KCMO-TV (C)	30	27	28	30	22
WDAF-TV (N)	18	20	23	25	25
KSHB-TV	15	17	11	6	18
MILWAUKEE (29)					
WISN-TV (A)	36	35	30	31	26
WITI-TV (C)	29	29	25	30	15
WTMJ-TV (N)	20	20	23	24	27
WVTV	10	12	10	7	18
NASHVILLE, TENN. (30)					
WTVF (C)	36	34	30	35	31
WNGE (A)	29	30	23	24	20
WSMV-TV (N)	29	28	28	30	28
WZTV	6	5	5	2	9
WBKO (A) (Bowling Green)	—	—	4	4	3
CHARLOTTE, N.C. (31)					
WBTV (C)	40	40	36	37	41
WSOC-TV (A)	31	37	29	29	25
WPCQ-TV (N)	11	12	9	12	5
WCCB	12	12	8	5	14
BUFFALO, N.Y. (32)					
WKBW-TV (A)	39	38	31	31	30
WIVB (C)	30	30	26	29	30
WGR-TV (N)	25	26	22	23	15
WUTV	4	4	4	2	8
PROVIDENCE, R.I.-NEW BEDFORD, CONN. (33)					
WPRI-TV (A)	39	37	25	28	30
WJAR-TV (N)	38	37	27	25	26
WLNE (C)	22	26	14	20	9
WNAC-TV (C) (Boston)	—	—	6	8	5
WLVI-TV (Cambridge)	—	—	6	3	8
WBZ-TV (N) (Boston)	—	—	5	4	5
WSBK-TV (Boston)	—	—	4	2	5
WCVB-TV (A) (Boston)	—	—	3	3	3
ORLANDO-DAYTONA BEACH, FLA. (34)					
WFTV (A)	35	32	32	31	31
WDBO-TV (C)	27	27	24	28	24
WESH-TV (N)	24	25	24	25	19
WOFL	11	8	9	5	14
NEW ORLEANS (35)					
WWL-TV (C)	40	38	38	35	35
WVUE (A)	28	29	25	29	23
WDSU-TV (N)	19	19	19	21	15
WGNO-TV	10	12	10	8	19

	—Station total— Su-Sa, 7 a.m.-1 a.m. Women 18-49	Men 18-49	—DMA household share— Su-Sa 7 a.m.-1 a.m.	Su-Sa Prime time	M-F Early fringe
MEMPHIS, TENN. (36)					
WREG-TV (C)	33	33	27	31	24
WHBQ-TV (A)	32	31	25	26	20
WMC-TV (N)	25	27	25	26	28
WPTY-TV	9	9	7	5	14
COLUMBUS, O. (37)					
WBNS-TV (C)	38	35	30	32	38
WTVN-TV (A)	36	35	30	30	25
WCMH-TV (N)	25	26	24	26	18
WUAB-TV	—	—	3	2	4
GREENVILLE-SPARTANBURG, S.C.-ASHEVILLE, N.C. (38)					
WLOS-TV (A)	36	35	26	24	27
WFBC-TV (N)	35	32	32	31	30
WSPA-TV (C)	33	33	29	32	28
GRAND RAPIDS-KALAMAZOO-BATTLE CREEK, MICH. (39)					
WZZM-TV (A)	32	27	22	20	24
WKZO-TV (C)	28	32	26	28	25
WOTV-TV (N)	26	23	24	24	25
WUHQ-TV	14	16	9	10	8
BIRMINGHAM, ALA. (40)					
WBRC-TV (A)	54	53	44	35	45
WVTM-TV (N)	29	33	26	30	30
WBMG-TV (C)	12	10	10	15	5
WCFT-TV (C) (Tuscaloosa)	4	4	3	3	2
WHMA-TV (C) (Anniston)	—	—	3	4	2
WTBS (Atlanta)	—	—	3	1	5
RALEIGH-DURHAM, N.C. (41)					
WRAL-TV (A)	48	49	35	31	39
WTVD (C)	41	37	30	31	27
WPTF-TV (N)	8	8	7	8	5
OKLAHOMA CITY (42)					
KOCO-TV (A)	36	35	28	24	24
KWTV (C)	27	26	22	26	17
KTVY (N)	23	23	23	25	22
KOKH-TV	7	9	6	5	6
KGMC	5	5	5	4	13
LOUISVILLE, KY. (43)					
WHAS-TV (C)	34	34	29	33	30
WAVE-TV (N)	29	26	27	29	23
WLKY-TV (A)	27	26	22	23	17
WDRB-TV	10	12	10	5	18
SALT LAKE CITY (44)					
KTVX (A)	35	30	27	31	17
KSL-TV (C)	32	33	31	34	36
KUTV (N)	23	26	23	23	24
KSTU	7	9	8	5	15
SAN ANTONIO, TEX. (45)					
KSAT-TV (A)	40	35	32	33	29
KENS-TV (C)	33	35	32	32	31
KMOL-TV (N)	19	22	20	22	16
KWEX-TV	6	6	7	6	9
CHARLESTON-HUNTINGTON, W. VA. (46)					
WSAZ-TV (N)	41	42	36	33	39
WOWK-TV (A)	31	30	22	24	18
WCHS-TV (C)	27	26	21	27	20
WTBS (Atlanta)	—	—	4	2	6
WOAY-TV (A) (Oak Hill)	—	—	3	3	2

	—Station total— Su-Sa, 7 a.m.-1 a.m. Women 18-49	Men 18-49	—DMA household share— Su-Sa 7 a.m.-1 a.m.	Su-Sa Prime time	M-F Early fringe
NORFOLK-PORTSMOUTH-NEWPORT NEWS, VA. (47)					
WTKR-TV (C)	33	30	31	34	30
WVEC-TV (A)	32	33	27	31	24
WAVY-TV (N)	21	22	20	23	18
WTVZ	8	9	7	4	10
WYAH-TV	8	7	7	2	12
HARRISBURG-LANCASTER-LEBANON-YORK, PA. (48)					
WGAL-TV (N)	37	34	30	27	30
WHTM (A)	35	32	22	24	18
WHP-TV (C)	15	16	13	15	15
WLYH-TV (C)	10	11	6	6	4
WSBA-TV (C)	2	3	3	4	2
WBAL-TV (C) (Baltimore)	—	—	3	3	4
WJZ-TV (A) (Baltimore)	—	—	3	3	2
WTAF-TV (Philadelphia)	—	—	3	2	4
WILKES-BARRE-SCRANTON, PA. (49)					
WNEP-TV (A)	48	50	31	29	32
WBRE-TV (N)	30	25	22	25	21
WDAU-TV (C)	17	19	16	20	14
WNEW-TV	—	—	3	2	3
WPIX	—	—	3	2	5
ALBANY-SCHENECTADY-TROY (50)					
WTEN (A)	41	40	31	30	32
WRGB (C-N)	34	30	26	29	28
WNYT-TV (C-N)	24	23	21	23	17
WPIX 5 (New York)		—	—	3	2
WSBK-TV (Boston)	—	—	3	2	3
DAYTON (51)					
WHIO-TV (C)	48	44	35	34	47
WDTN (A)	36	36	25	29	15
WKEF (N)	19	24	17	20	13
WXIX-TV (Cincinnati)	—	—	4	2	6
GREENSBORO-HIGH POINT-WINSTON-SALEM, N.C. (52)					
WFMY (C)	38	35	33	33	34
WGHP (A)	29	27	24	26	24
WXII (N)	22	20	21	21	20
WGGT	7	8	5	4	8
WJTM	4	6	4	4	4
SYRACUSE-ELMIRA, N.Y. (53)					
WSTM (N)	37	32	25	25	22
WTVN (C)	35	37	25	25	32
WIXT (A)	27	26	17	18	15
WPIX (New York)	—	—	8	8	5
FLINT-SAGINAW-BAY CITY, MICH. (54)					
WJRT (A)	41	40	29	29	23
WNEM (N)	35	37	30	29	37
WEYI (C)	18	20	13	17	11
WKBD (Detroit)	—	—	5	2	8
WJIM (C) (Lansing)	—	—	4	5	2
WXYZ (A) (Detroit)	—	—	3	2	3
RICHMOND-PETERSBURG, VA. (55)					
WTVR (C)	39	32	34	33	26
WXEX (A)	31	32	28	29	25
WWBT (N)	29	32	23	24	34

	—Station total— Su-Sa, 7 a.m.-1 a.m. Women 18-49	Men 18-49	—DMA household share— Su-Sa 7 a.m.-1 a.m.	Su-Sa Prime time	M-F Early fringe
LITTLE ROCK-PINE BLUFF, ARK. (56)					
KATV (A)	43	47	40	33	26
KTHV (C)	33	37	25	31	23
KARK (N)	24	21	22	29	34
SHREVEPORT, LA. (57)					
KTBS (A)	43	41	29	28	26
KSLA (C)	39	38	34	33	32
KTAL (N)	20	22	18	22	18
TULSA, OKLA. (58)					
KOTV (C)	38	23	25	28	23
KTUL (A)	31	38	27	31	27
KJRH (N)	23	15	21	22	18
KOKI	8	8	5	4	12
WICHITA-HUTCHINSON, KAN. (59)					
KAKE (A)	35	37	27	27	27
KARD (N)	32	33	28	28	28
KTVH (C)	30	27	24	27	18
KSHB (Kansas City)	—	—	4	2	7
WTBS (Atlanta)	—	—	3	2	8
TOLEDO, O. (60)					
WTOL (C)	43	39	30	31	35
WTVG (N)	28	31	26	27	26
WDHO (A)	28	28	20	23	9
WKBD (Detroit)	—	—	5	2	8
KNOXVILLE, TENN. (61)					
WBIR (C)	45	45	34	35	39
WATE (A)	34	37	28	29	26
WTVK (N)	19	15	19	18	17
MOBILE, ALA.-PENSACOLA, FLA. (62)					
WKRG (C)	39	43	31	34	30
WEAR (A)	37	35	29	29	28
WALA (N)	24	24	21	23	20

TO BE WATCHED, YOU'VE GOT TO MAKE YOURSELF HEARD.

A broadcasting company can't expect people to tune in to its television station automatically. After all, there are too many other stations to turn to.

To grab viewers, a television station has got to grab people's attention. At Gaylord Broadcasting, we know that means more than making a lot of noise. We've got to be innovative. And we've got to introduce programming that suits every market we serve.

In sports conscious cities like Cleveland, Milwaukee and Seattle, that means broadcasting major league baseball games. And in Tampa/St. Petersburg, where weather plays a vital role in the economy, it means having our very own satellite terminal . . . so we can have direct, 24-hour access to satellite weather pictures.

These are just two of the many ways we're making a name for ourselves at Gaylord. Because we know if we make ourselves heard, more and more people are going to be watching.

GB

Gaylord Broadcasting
We're making ourselves heard.

KTVT Dallas/Ft. Worth • WTVT Tampa/St. Petersburg • KSTW-TV Seattle/Tacoma • WUAB-TV Cleveland/Lorain
KHTV Houston • WVUE-TV New Orleans • WVTV Milwaukee • WKY Oklahoma City • KYTE/KLLB Portland

Represented nationally by TELEREP

	—Station total— Su-Sa, 7 a.m.-1 a.m. Women 18-49	Men 18-49	—DMA household share— Su-Sa 7 a.m.-1 a.m.	Su-Sa Prime time	M-F Early fringe
JACKSONVILLE, FLA. (63)					
WJXT (C)	39	36	32	30	38
WTLV (A)	26	31	23	25	18
WJKS (N)	17	17	15	18	12
WAWS	13	14	10	8	11
WXAO	2	3	3	2	5
FRESNO, CAL. (64)					
KJEO (A)	28	24	20	24	15
KFSN (C)	26	27	25	29	25
KMPH	22	24	18	9	25
KSEE (N)	17	19	18	21	18
KFTV	7	5	4	3	5
ROANOKE-LYNCHBURG, VA. (65)					
WDBJ (C)	44	42	35	36	41
WSET (A)	28	29	20	22	20
WSLS (N)	28	26	24	25	20
ALBUQUERQUE, N.M. (66)					
KGGM (C)	39	51	36	22	21
KOB (N)	22	27	25	22	23
KOAT (A)	22	12	14	32	28
KGSW	10	8	6	5	8
KLKK	5	2	4	4	5
4					
5					
GREEN BAY, WIS. (67)					
WLUK (A)	35	36	27	29	24
WBAY (C)	33	35	31	30	33
WFRV (N)	28	27	28	30	25
WEST PALM BEACH-FORT PIERCE, FLA. (68)					
WPTV (N)	44	41	30	25	35
WPEC (A)	37	35	18	19	13
WTVX (C)	19	24	12	16	10
WTVJ (C) (Miami)	—	—	11	13	12
WPLG (A) (Miami)	—	—	8	9	6
WCKT (N) (Miami)	—	—	7	4	11
WTBS (Atlanta)	—	—	3	2	5
DES MOINES-AMES, IA. (69)					
KCCI (C)	40	36	33	34	35
WOI (A)	31	32	26	26	20
WHO (N)	29	29	27	28	29
OMAHA, NEB. (70)					
KETV (A)	45	44	34	33	23
WOWT (C)	30	29	30	33	33
KMTV (N)	26	26	25	26	31
ROCHESTER (71)					
WOKR (A)	32	31	28	29	23
WHEC (C)	32	28	27	27	32
WROC (N)	22	24	20	21	17
WUHF	11	17	10	9	13
SPOKANE, WASH. (72)					
KXLY (A)	40	38	29	27	21
KREM (C)	31	34	24	27	24
KHQ (N)	29	28	25	25	34
KSTW	—	—	3	2	4
PORTLAND-POLAND SPRING, ME. (73)					
WCSH (N)	34	32	27	26	22
WMTW (A)	34	32	21	23	17
WGAN (C)	28	32	26	25	38
WLVI (Boston)	—	—	4	3	6
WSBK (Boston)	—	—	3	2	3

	—Station total— Su-Sa, 7 a.m.-1 a.m. Women 18-49	Men 18-49	—DMA household share— Su-Sa 7 a.m.-1 a.m.	Su-Sa Prime time	M-F Early fringe
DAVENPORT, IA.-ROCK ISLAND-MOLINE, ILL. (74)					
WQAD (A)	39	40	27	27	24
WOC (N)	33	32	28	29	29
WHBF (C)	30	28	24	29	21
WGN (Chicago)	- -	—	3	2	7
CHAMPAIGN-SPRINGFIELD-DECATUR, ILL. (75)					
WCIA (C)	40	41	30	29	22
WAND (A)	31	30	23	24	27
WICS (N)	29	26	23	26	23
WGN (Chicago)	—	—	4	3	6
KPLR (St. Louis)	—	—	3	2	5

	—Station total— Su-Sa, 7 a.m.-1 a.m. Women 18-49	Men 18-49	—DMA household share— Su-Sa 7 a.m.-1 a.m.	Su-Sa Prime time	M-F Early fringe
CEDAR RAPIDS-WATERLOO, IA. (76)					
KCRG (A)	36	36	27	27	29
KCAN (C)	30	32	26	26	26
KWWL (N)	30	28	26	28	26
KDUB	—	—	3	3	2
JOHNSTOWN-ALTOONA, PA. (77)					
WJAC (N)	53	54	31	31	29
WTAJ (C)	44	42	29	30	29
WTAE (A)	—	—	12	15	9
KDKA (C) (Pittsburgh)	—	—	5	5	9
WPGH (Pittsburgh)	—	—	3	1	3

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We're also the only cable network with a built-in device for getting and documenting response. The attraction: our exciting Involvision™ programming–half of it live and all of it designed for active viewer participation. Viewers will play along, phone in opinions, learn "how to" and buy what they see. Programs deliver a wide range of special interests for targeted audiences–everything from family matters, women's issues, sports and games to diet, investment and pet care advice. The common denominator: viewer interaction with the programming.

But we not only give viewers a reason to respond. We give them a way to respond, too. With a highly sophisticated computerized telephone network that can

	—Station total— Su-Sa, 7 a.m.-1 a.m. Women 18-49	Men 18-49	—DMA household share— Su-Sa 7 a.m.-1 a.m.	Su-Sa Prime time	M-F Early fringe
HONOLULU (78)					
KITV (A)	34	37	31	34	30
KGMB (C)	34	32	30	33	26
KHON (N)	26	26	24	23	25
KIKU	5	3	7	4	11
PADUCAH, KY.-CAPE GIRARDEAU, MO.-HARRISBURG, ILL. (79)					
KFVS (C)	46	46	36	35	38
WPSD (N)	34	29	32	30	34
WSIL (A)	20	21	13	16	8
CHATTANOOGA, TENN. (80)					
WTVC (A)	36	38	32	29	27
WDEF (C)	32	31	27	30	28
WRCB (N)	27	31	25	28	26
WTBS (Atlanta)	—	—	3	1	6
SOUTH BEND-ELKHART, IND. (81)					
WNDU (N)	33	36	26	27	28
WSBT (C)	33	32	29	32	28
WSJV (A)	31	28	25	27	19
WFLD (Chicago)	—	—	4	2	6
WGN (Chicago)	—	—	4	3	5
BRISTOL-JOHNSON CITY-KINGSPORT, TENN. (82)					
WCYB (N)	44	43	37	35	37
WJHL (C)	38	43	32	32	35
WKPT (A)	15	18	12	18	9
LEXINGTON, KY. (83)					
WKVT (C)	42	40	31	34	37
WTVQ (A)	31	28	21	23	13
WLEX (N)	28	28	28	28	24
SPRINGFIELD, MO. (84)					
KYTV (N)	46	43	42	36	47
KOLR (C)	36	38	30	34	24
KMTC (A)	11	14	12	15	12
JACKSON, MISS. (85)					
WLBT (N)	49	39	36	33	43
WJTV (C)	29	30	26	29	18
WAPT (A)	20	30	19	21	18
LINCOLN-HASTINGS-KEARNEY, NEB. (86)					
KOLN (C)	50	53	35	35	37
KHGI (A)	35	33	19	19	17
KHAS (N)	15	13	11	13	9
KETV (A) (Omaha)	—	—	11	11	5
KMTV (N) (Omaha)	—	—	7	7	8
WOWT (C) (Omaha)	—	—	3	2	4
TUCSON, ARIZ. (87)					
KGUN (A)	41	39	29	31	22
KOLD (C)	24	26	25	26	25
KVOA (N)	24	22	26	25	29
KZAZ	10	9	8	6	11
EVANSVILLE, IND. (88)					
WTVW (A)	43	45	34	31	29
WFIE (N)	26	30	25	25	23
WEHT (C)	23	20	21	25	26
WTBS (Atlanta)	—	—	3	1	5
AUSTIN, TEX. (89)					
KTBC (C)	42	40	36	36	36
KVUE (A)	39	36	30	31	29
KTVV (N)	19	20	20	22	17
KTVT	—	—	3	2	4
HUNTSVILLE, ALA.-DECATUR, GA. (90)					
WAAY (A)	41	38	29	27	28
WHNT (C)	35	38	30	33	26
WAPF (N)	21	23	18	20	18
WBRC (A) (Birmingham)	—	—	5	3	5
WTBS (Atlanta)	—	—	4	2	6
WOWL (N) (Florence)	—	—	3	3	4
BATON ROUGE, LA. (91)					
WBRZ (A)	44	43	36	36	38
WAFB (C)	37	37	33	37	31
WRBT (N)	17	17	18	19	13
WTBS (Atlanta)	—	—	3	1	4
YOUNGSTOWN, O. (92)					
WKBN (C)	34	39	28	31	30
WYTV (A)	34	30	24	24	20
WFMJ (N)	28	26	23	25	18
WEWS (A) (Cleveland)	—	—	4	3	5
WUAB (Cleveland)	—	—	4	2	8
WJKW (C) (Cleveland)	—	—	3	3	3
WKYC (N) (Cleveland)	—	—	3	3	3

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handle a virtually unlimited number of calls, document response, evaluate promotions, even tell you who your viewers are and what they want–and much more. Its capabilities will boggle your mind.

In short. UTV involves advertisers a whole new way. It's our U.S.P., our hook, our unique position in the cable industry. And it can make a VITAL difference for you. Let us fill you in on the astounding details. Write or call Norman J. Levine, VP Advertising Sales, 22-08 Route 208, Fair Lawn, NJ 07410. (201) 794-3660.

UTV
CABLE NETWORK
You're the YOU in UTV.

	—Station total— Su-Sa, 7 a.m.-1 a.m. Women 18-49	Men 18-49	—DMA household share— Su-Sa 7 a.m.-1 a.m.	Su-Sa Prime time	M-F Early fringe
FORT WAYNE, IND. (93)					
WPTA (A)	37	41	28	28	30
WANE (C)	27	23	24	28	20
WKJC (N)	20	18	20	24	16
WFFT	13	18	11	5	17
COLUMBIA, S.C. (94)					
WIS (N)	50	52	41	35	39
WOLO (A)	26	28	20	23	16
WLTX (C)	24	24	20	24	19
SPRINGFIELD-HOLYOKE, MASS. (95)					
WGGB (A)	55	53	29	29	22
WWLP (N)	40	40	27	23	32
WFSB (C)	—	—	21	28	16
WSBK (Boston)	—	—	4	3	7
WVIT (N) (New Britain)	—	—	3	2	5
BURLINGTON, VT.-PLATTSBURGH, N.Y. (96)					
WCAX (C)	59	56	38	36	37
WPTZ (N)	27	25	19	21	19
WEZF (A)	14	19	11	13	9
PEORIA, ILL. (97)					
WRAU (A)	43	44	27	27	26
WMBD (C)	29	31	25	27	17
WEEK (N)	29	25	23	26	28
WFLD (Chicago)	—	—	4	2	8
WGN (Chicago)	—	—	3	2	4
GREENVILLE-NEW BERN-WASHINGTON, N.C. (98)					
WNCT (C)	47	43	31	33	25
WITN (N)	28	33	25	25	27
WCTI (A)	25	24	18	19	17
WRAZ (A) (Raleigh)	—	—	8	8	11
LANSING, MICH. (99)					
WJIM (C)	71	50	17	34	37
WILX (N)	20	25	16	20	18
WJRT (A) (Flint)	—	—	10	11	4
WUHQ (A) (Battle Creek)	—	—	7	5	4
WOTV (N) (Grand Rapids)	—	—	6	5	6
WKZO (C) (Kalamazoo)	—	—	5	4	5
WKBD (Detroit)	—	—	3	3	10
WXYZ (A) (Detroit)	—	—	3	6	3
SIOUX FALLS, S.D. (100)					
KELO (C)	50	47	44	40	45
KSFY (N)	36	37	28	30	19
KXON (A)	14	16	11	15	11
KCAU (A) (Sioux City)	—	—	4	5	2
KMSP (Minneapolis)	—	—	3	2	7
WACO-TEMPLE, TEX. (101)					
KWTX (A-C)	59	36	39	39	37
KCEN (N)	41	64	25	28	23
KTBC (C)	—	—	6	7	4
KDFW (C) (Dallas)	—	—	4	5	3
KTVT (Ft. Worth)	—	—	4	3	7
KVUE (A) (Austin)	—	—	3	2	3
KXTX (Dallas)	—	—	3	1	7
WTBS (Atlanta)	—	—	3	1	3
FARGO-VALLEY CITY, N.D. (102)					
KXJB (C)	35	40	28	32	25
WDAY (N)	35	33	32	30	28
KTHI (A)	25	27	19	22	18
KCMT (N) (Alexandria)	—	—	5	5	6
KMSP (Minneapolis)	—	—	3	1	7
COLORADO SPRINGS-PUEBLO, COLO. (103)					
KRDO (A)	44	42	35	37	24
KOAA (N)	30	32	27	24	30
KKTV (C)	26	26	24	31	28
KWGN (Denver)	—	—	3	1	7
EL PASO, TEX. (104)					
KDBC (C)	33	35	27	26	30
KYIA (A)	33	35	24	27	19
KTSM (N)	26	25	22	28	18
XEPM (Ciudad Juarez)	—	—	4	3	7
KCOP (Los Angeles)	—	—	3	2	4
MADISON, WIS. (105)					
WISC (C)	39	43	34	35	33
WKOW (A)	32	30	24	27	18
WMTV (N)	18	22	23	24	20
AUGUSTA, GA. (106)					
WJBF (A)	50	48	38	38	36
WRDW (C)	39	38	33	36	36
WAGT (N)	14	14	11	13	11
WTBS (Atlanta)	—	—	4	2	6
LAFAYETTE, LA. (107)					
KLFY (C)	54	53	40	40	38
KATC (A)	46	42	27	29	27
KPLC (N) (Lake Charles)	—	—	10	13	10
KALB (N) (Alexandria)	—	—	7	7	5
WABF (C) (Baton Rouge)	—	—	3	2	3
WBRZ (A) (Baton Rouge)	—	—	3	2	4
WTBS (Atlanta)	—	—	3	2	7
LAS VEGAS, NEV. (108)					
KTNV (A)	29	32	26	31	28
KLAS (C)	25	27	27	31	30
KVVU	25	18	22	12	20
KVBC (N)	21	18	21	23	17
ROCKFORD, ILL. (109)					
WREX (A)	40	38	28	28	26
WIFR (C)	30	31	22	25	22
WTVO (N)	20	25	20	25	17
WQRF	10	6	5	3	11
WGN (Chicago)	—	—	4	2	5
WFLD (Chicago)	—	—	3	1	7
WHEELING, W.VA.—STEUBENVILLE, O. (110)					
WTRF (C)	52	56	31	30	35
WTOV (N)	48	44	25	27	20
WTAE (A) (Pittsburgh)	—	—	11	18	6
KDKA (C) (Pittsburgh)	—	—	6	6	8
WPGH (Pittsburgh)	—	—	6	3	8
WPXI (N) (Pittsburgh)	—	—	4	4	2
SAVANNAH, GA. (111)					
WTOC (C)	54	48	39	36	39
WSAV (N)	25	29	25	25	26
WJCL (A)	21	24	17	22	15
WTBS (Atlanta)	—	—	5	2	6
MONROE, LA.-EL DORADO, ARK. (112)					
KNOE (C)	61	60	51	46	52
KTVE (A)	30	27	21	24	25
KLAA (N)	4	7	5	8	2
WTBS (Atlanta)	—	—	3	1	5
MONTGOMERY, ALA. (113)					
WSFA (N)	57	60	44	38	55
WKAB (A)	22	20	14	17	6
WCOV (C)	17	20	13	17	10
WSLA (C) (Selma)	4	7	3	3	3
MONTEREY-SALINAS, CAL. (114)					
KNTV (A)	57	56	25	26	15
KSBW (N)	26	28	21	23	18
KMST (C)	13	17	17	24	12
KTVU (Oakland)	—	—	11	7	16
KPIX (C) (San Francisco)	—	—	5	2	7
KGO (A) (San Francisco)	—	—	4	2	9
KRON (N) (San Francisco)	—	—	3	2	6
KICU (San Jose)	—	—	3	2	3
CHARLESTON, S.C. (115)					
WCSC (C)	50	48	43	41	42
WCBD (A)	28	29	25	27	20
WCIV (N)	22	29	22	25	27
WTBS (Atlanta)	—	—	3	1	6
COLUMBUS, GA. (116)					
WTVM (A)	53	52	40	36	37
WRBL (C)	37	39	32	35	33
WLTZ (N)	9	9	10	13	8
WTBS (Atlanta)	—	—	4	1	6
DULUTH, MINN.-SUPERIOR, WIS. (117)					
WDIO (A)	44	40	32	32	30
KDLH (C)	33	33	28	31	28
KBJR (N)	22	20	22	23	19
KMSP (Minneapolis)	—	—	3	2	4
WTBS (Atlanta)	—	—	3	1	6
TERRE HAUTE, IND. (118)					
WTHI (C)	50	50	35	35	32
WTWO (N)	39	33	29	31	37
WBAK (A)	17	17	10	12	5
WTTV	—	—	5	4	7
SANTA BARBARA, CAL. (119)					
KEYT (A)	45	44	18	21	13
KSBY (N)	27	33	18	16	17
KCOY (C)	27	22	14	20	10
KNBC (N) (LA)	—	—	8	7	11
KNXT (C) (LA)	—	—	8	7	10
KTLA (LA)	—	—	7	6	8
KABC (A) (LA)	—	—	6	4	9
KTTV (LA)	—	—	6	5	7
KCOP (LA)	—	—	5	2	7
KHJ (LA)	—	—	3	2	5
AMARILLO, TEX. (120)					
KVII (A)	46	47	35	34	34
KAMR (N)	27	27	25	28	25
KFDA (C)	23	27	19	23	13
WTBS (Atlanta)	—	—	4	2	6
WGN (Chicago)	—	—	3	1	6

	—Station total— Su-Sa, 7 a.m.-1 a.m. Women 18-49	Men 18-49	—DMA household share— Su-Sa 7 a.m.-1 a.m.	Su-Sa Prime time	M-F Early fringe
JOPLIN, MO.-PITTSBURG, KAN. (121)					
KOAM (N)	41	38	37	34	35
KODE (A)	35	38	25	27	22
KTVJ (C)	24	23	17	22	16
YAKIMA, WASH. (122)					
KIMA (C)	35	36	29	30	34
KAPP (A)	35	36	25	25	20
KNDO (N)	24	21	20	23	16
KSTW (Tacoma)	—	—	6	3	8
EUGENE, ORE. (123)					
KVAL (C-N)	53	53	38	37	43
KEZI (A)	47	47	25	30	22
KPTV (Portland)	—	—	7	5	8
KOIN (C)	—	—	6	6	7
KTVU (Oakland)	—	—	4	2	5
FORT MYERS-NAPLES, FLA. (124)					
WINK (C)	40	33	31	33	30
WBBH (N)	30	33	28	23	34
WEVU (A)	30	22	18	23	12
WTOG (St. Petersburg)	—	—	4	2	5
WCIX (Miami)	—	—	3	2	4
WTBS (Atlanta)	—	—	3	3	4
WICHITA FALLS, TEX.-LAWTON, OKLA. (125)					
KSWO (A)	38	33	25	29	22
KAUZ (C)	31	33	24	25	21
KFDX (N)	31	25	24	24	24
KTVT (Ft. Worth)	—	—	4	3	5
BEAUMONT-PORT ARTHUR, TEX. (126)					
KFDM (C)	44	44	34	36	47
KBMT (A)	30	28	29	26	19
KJAC (N)	30	28	21	32	20
KHTV (Houston)	—	—	3	1	4
BINGHAMTON, N.Y. (127)					
WBNG (C)	69	64	36	34	40
WICZ (N)	13	18	12	14	7
WMGC (A)	13	18	8	11	4
WDAU (C) (Scranton)	—	—	5	4	6
WBRE (N) (Wilkes-Barre)	—	—	4	3	3
WNEP (A) (Scranton)	—	—	4	3	4
WNEW (New York)	—	—	4	3	3
WPIX (New York)	—	—	3	3	5
WILMINGTON, N.C. (128)					
WECT (N)	68	69	37	33	38
WWAY (A)	26	23	16	16	18
WBTW (C) (Florence)	—	—	15	17	13
WTVD (C) (Durham)	—	—	6	8	4
WRAL (A) (Raleigh)	—	—	5	5	9
WTBS (Atlanta)	—	—	3	2	3
COLUMBIA-JEFFERSON CITY, MO. (129)					
KRCG (C)	47	45	30	32	34
KOMU (N)	33	36	28	29	30
KCBJ (A)	20	27	16	20	6
SIOUX CITY, IA. (130)					
KCAU (A)	54	50	33	32	34
KTIV (N)	31	30	28	28	25
KMEG (C)	15	20	11	14	12

	—Station total— Su-Sa, 7 a.m.-1 a.m. Women 18-49	Men 18-49	—DMA household share— Su-Sa 7 a.m.-1 a.m.	Su-Sa Prime time	M-F Early fringe
CORPUS CHRISTI, TEX. (131)					
KIII (A)	37	40	36	34	36
KZTV (C)	31	27	27	31	19
KRIS (N)	27	27	24	24	26
KORO	4	—	3	3	5
WTBS (Atlanta)	—	—	3	1	5
TALLAHASSEE, FLA.-THOMASVILLE, GA. (132)					
WCTV (C)	81	73	46	41	52
WECA (A)	13	18	12	13	9
WALB (N) (Albany)	—	—	16	18	11
WTBS (Atlanta)	—	—	5	2	8
WMBB (N) (Panama City)					

	—Station total— Su-Sa, 7 a.m.-1 a.m. Women 18-49	Men 18-49	—DMA household share— Su-Sa 7 a.m.-1 a.m.	Su-Sa Prime time	M-F Early fringe
WJHG (A) (Panama City)	—	—	3	3	3
WAUSAU-RHINELANDER, WIS. (133)					
WSAW (C)	53	50	42	41	47
WAOW (A)	40	40	27	27	22
WAEO (N)	7	10	7	9	8
WEAU (N) (Eau Claire)	—	—	11	12	8
HARLINGEN-WESLACO-BROWNSVILLE, TEX. (134)					
KRGV (A)	50	54	40	42	38
KGBT (C)	45	46	41	41	38
WTBS (Atlanta)	—	—	3	1	3

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Sheer numbers bear little weight

BY BOB YOVOVICH

To some media buyers, the way sweeps ratings are used to estimate local tv audiences is similar to the way hogs were once weighed in Texas.

According to Texas lore, rather than simply take the "unscientific" approach of guessing the weight of the pig, Texans would tie down the animal and look around for a rock thought to weigh the same as the hog. Then, with great fanfare, a crowd of cowpokes stood around the stone and tried to guess its weight.

Just as oldtime hog buyers were skeptical of figures coming from such indirect "weighings," today's media buyers often express reservations about the projectability of sweeps-month ratings to the rest of the year. In particular, as spot tv ad rates rise and as local stations get more sophisticated in their efforts to boost ratings during sweeps periods, the ad community's concerns increase.

"It is universal that tv stations put on special programing during the sweeps [months]," says Jacqueline Da Costa of Ted Bates & Co., New York, and chairperson of the Advertising Research Foundation's (ARF) Television Audience Measurement Council. "Even local news programs put on big investigative reports during the sweeps. Public tv and pay cable even do it.

"Daytime programs do it. 'General Hospital' put Elizabeth Taylor on during the recent sweeps."

■ The distortions caused by such special sweeps efforts provoke fear that "the data presented in the reports may be atypical and therefore not projectable to the nonmeasured weeks," according to a recently released study conducted by the ARF. In fact, a majority of the ad agencies responding to the ARF survey indicated they "want more frequent measurement in all markets and continuous measurement in the top 50 markets."

"I don't say we should have 52 reports a year," Ms. Da Costa said. "The agencies don't want a report every week. We still can have four reports but simply spread the measurements over a longer period of time, say, over 13 weeks instead of four for each report."

Based on survey results, the ARF study recommends the ratings services:

- Develop procedures to provide audience measurements for a greater proportion of the year.
- Evaluate the implications of alternate procedures for sample size projectability.
- Investigate the cost implications of these procedures.

Media buyers also point to other shortcomings of the current system for rating local television.

For example, many media buyers complain that the broad demographic categories used by rating services are no longer appropriate for today's marketing effort.

"In the mid-'50s and early '60s, the tv story focused on how many people were buying tvs. Advertisers were interested in the tonnage and not in refined audience information," recalls one media veteran. "It was great for products like toothpaste, which appealed to wide audiences, but not other types of products [that require more targeted marketing] that were beginning to use television."

Today the ratings services' sample sizes are geared to give household rating points (gross number of households viewing a particular program), but most agencies now are interested in demographic rating points (number of viewers in a demographic group), adds Karen Guzy, who buys spot tv ads for D'Arcy-MacManus & Masius, Atlanta. "Every time the [target] audience gets smaller, the error in ratings gets bigger," she says. "The more finely tuned the [marketing] effort, the less useful the ratings."

■ At the same time that media buyers are asking for new types of audience data or for extension of the sweeps periods, others claim that even simple reorganization of the data already collected by A.C. Nielsen Co. and Arbitron would make it easier for agencies to make spot tv buying decisions.

"It would be great to be able to get a breakout of 30-to 40-year-old viewers," says Kathy Ward, media director at Cap Hedges & Associates in Portland, Ore. "The books give us 35-to 49-year-olds now but the 30 to 40 age group is the baby boom generation, which is a little different from other groups in its buying characteristics."

Another data reorganization mentioned by media buyers would provide not only in-show ratings, but separate audience figures for commercial breaks between programs as well.

Says Lisa Esrum, media buyer/planner at Fahlgren & Ferriss, Cincinnati: "They [the ratings services] could still give us the inshow rating for network buys but it would be nice to have separate ratings for the between-show breaks as well."

And then there are some situations in which, no matter what the ratings services do, the media buyers will find the numbers of little use.

"Many of our clients are concerned that it is hard to tell the real from the fake commercials on 'Saturday Night Live,' " confides a media buyer at a large Midwest agency, "so they tell us not to place ads on that show. One of our clients is an oil company with a long list of shows that are prohibited, including some programs like '60 Minutes' and '20/20' that have done reports on the oil industry."

B.G. Yovovich, a business writer in Chicago, contributes frequently to Section 2.

	—Station total— Su-Sa, 7 a.m.-1 a.m. Women 18-49	Men 18-49	—DMA household share— Su-Sa 7 a.m.-1 a.m.	Su-Sa Prime time	M-F Early fringe
XEW (Mexico City)	—	—	3	3	4
LUBBOCK, TEX. (135)					
KLBK (C)	33	35	30	30	26
KAMC (A)	33	35	27	31	25
KCBD (N)	33	29	27	28	26
WGN (Chicago)	—	—	3	1	8
RENO, NEV. (136)					
KOLO (A)	43	50	28	30	25
KTVN (C)	29	30	23	24	26
KCRL (N)	21	20	20	21	15
KTVU	—	—	5	4	7
KTXL	—	—	4	2	5
LA CROSSE-EAU CLAIRE, WIS. (137)					
WEAU (N)	44	38	29	27	31
WKBT (C)	38	38	33	33	29
WXOW (A)	13	15	14	18	8
KTTC (N) (Rochester)	—	—	5	6	6
WCCO (C) (Minneapolis)	—	—	4	4	6
MACON, GA. (138)					
WMAZ (C)	74	77	51	44	54
WCWB (N)	21	33	15	23	11
WTVM (A) (Columbus)	—	—	6	10	4
WSB (A) (Atlanta)	—	—	6	7	6
WTBS (Atlanta)	—	—	6	2	9
TRAVERSE CITY-CADILLAC, MICH. (139)					
WWTV (C)	50	50	37	37	44
WPBN (N)	31	25	28	30	27
WGTU (A)	19	17	13	16	6
WKBD (Detroit)	—	—	3	1	7
ERIE, PA. (140)					
WICU (N)	42	38	35	33	36
WJET (A)	37	38	29	30	29
WSEE (C)	21	23	18	24	17
MASON CITY, IA.-AUSTIN-ROCHESTER, MINN. (141)					
KAAL (A)	47	45	30	30	26
KTTC (N)	29	27	19	22	18
KIMT (C)	24	27	22	23	22
WCCO (C) (Minneapolis)	—	—	6	6	5
KMSP	—	—	4	2	6
BOISE, IDA. (142)					
KIVI (A)	32	27	22	25	18
KTVB (N)	26	27	27	24	23
KTRV	21	27	19	17	29
KBCI (C)	21	20	21	25	17
COLUMBUS-TUPELO, MISS. (143)					
WTVA (N)	53	54	39	37	42
WCBI (C)	47	38	31	32	34
WHBQ (A) (Memphis)	—	—	4	5	2
WTOK (A) (Meridian)	—	—	4	4	3
WTBS (Atlanta)	—	—	4	2	6
WREG (C) (Memphis)	—	—	3	3	2
WABG (A) (Greenwood)	—	—	3	2	—
MINOT-BISMARCK-DICKINSON, N.D. (144)					
KFYR (N)	54	50	45	43	44
KXMC (A-C)	46	60	33	37	27
WTBS (Atlanta)	—	—	4	1	6
KTHI (A) (Fargo)	—	—	3	5	4
CHICO-REDDING, CAL. (145)					
KRCR (A-N)	64	60	32	32	31
KHSL (C)	45	40	23	25	21
KCRA (N) (Sacramento)	—	—	10	9	11
KRON (N) (San Francisco)	—	—	6	6	4
KTVU (Oakland)	—	—	5	4	7
KTXL (C) (Sacramento)	—	—	4	4	6
KBHK (San Francisco)	—	—	4	2	3
KXTV (C) (Sacramento)	—	—	3	4	2
KOVR (A) (Stockton)	—	—	3	3	3
BECKLEY-BLUEFIELD-OAK HILL, W. VA. (146)					
WOAY (A)	53	56	22	23	19
WVVA (N)	40	40	23	22	23
WCHS (C) (Charleston)	—	—	13	17	13
WSAZ (N) (Huntington)	—	—	10	10	10
WDBJ (C) (Roanoke)	—	—	8	9	8
WTBS (Atlanta)	—	—	8	3	10
WOWK (A) (Huntington)	—	—	5	4	4
FORT SMITH, ARK. (147)					
KFSM (C)	46	44	31	32	32
KFPW (A)	38	33	21	23	15
KLMN (N)	15	22	14	19	8
KTUL (A) (Tulsa)	—	—	9	7	13
BAKERSFIELD, CAL. (148)					
KBAK (A)	47	45	23	25	19
KERO (N)	33	36	24	27	25
KPWR (C)	20	18	15	23	5
KMPH (Visalia)	—	—	8	3	9
KTLA (LA)	—	—	6	5	7
KTTV (LA)	—	—	4	3	6
KHJ (LA)	—	—	3	2	6
KMEX (LA)	—	—	3	2	3
KNBC (N) (LA)	—	—	3	—	6
ODESSA-MIDLAND, TEX. (149)					
KOSA (C)	44	45	33	35	35
KMID (N)	31	27	26	27	25
KTPX (A)	25	27	18	22	10
KTVT (Ft. Worth)	—	—	3	2	6
KXTX (Dallas)	—	—	3	—	8
QUINCY, ILL.-HANNIBAL, MO.-KEOKUK, IA. (150)					
KHQA (C)	55	57	32	34	27
WGEM (N)	45	43	33	34	34
KTVO (A) (Ottumwa)	—	—	6	7	4
WQAD (A) (Moline)	—	—	3	4	2
KTVI (A) (St. Louis)	—	—	3	3	3
KPLR (St. Louis)	—	—	3	2	6
WGN (Chicago)	—	—	3	1	5

Grabbing the biggest shares

Top 10 stations by categories,
based on November, 1981,
Nielsen survey of shares in top 50 markets

Sign-on to sign-off

(7 a.m. to 1 a.m., Sunday to Saturday)

Rank	Station (Network)	Market (Rank)	Share
1.	WBRC-TV (A)	Birmingham (40)	44
2.	WWL-TV (C)	New Orleans (35)	38
3.	WBTV (C)	Charlotte (31)	36
	WSAZ-TV (N)	Charleston-Huntington (46)	36
5.	WRAL-TV (A)	Raleigh-Durham (41)	35
6.	KTRK-TV (A)	Houston (11)	33
	KBTV (A)	Denver (19)	33
8.	WPRI-TV (A)	Philadelphia (4)	32
	WXYZ-TV (A)	Detroit (7)	32
	WEWS (A)	Cleveland (9)	32
	WSB-TV (A)	Atlanta (16)	32
	WTVT (L)	Tampa-St. Petersburg (18)	32
	WFTV (A)	Orlando-Daytona (34)	32
	KSAT-TV (A)	San Antonio (45)	32
	KENS-TV (C)	San Antonio (45)	32

Prime time

Rank	Station (Network)	Market (Rank)	Share
1.	WBTV (C)	Charlotte (31)	37
2.	KBTV (A)	Denver (19)	35
	WTVF (C)	Nashville (30)	35
	WWL-TV (C)	New Orleans (35)	35
	WBRC-TV (A)	Birmingham (40)	35
6.	KTVX (A)	Salt Lake City (44)	34
	WTKR-TV (C)	Norfolk-Portsmouth	34
8.	WPVI-TV (A)	Philadelphia (4)	33
	KTRK-TV (A)	Houston (11)	33
	KHOU-TV (C)	Houston (11)	33
	KSTP-TV (A)	Minneapolis-St. Paul (15)	33
	WCCO-TV (C)	Minneapolis-St. Paul (11)	33
	KMOX-TV (C)	St. Louis (17)	33
	WTVT (C)	Tampa-St. Petersburg (18)	33
	WHAS-TV (C)	Louisville (43)	33
	KSAT-TV (A)	San Antonio (45)	33
	WSAZ-TV (N)	Charleston-Huntington (46)	33

Early fringe

Rank	Station (Network)	Market (Rank)	Share
1.	WBRC-TV (A)	Birmingham (40)	45
2.	WBTV (C)	Charlotte (31)	41
3.	WRAL-TV (A)	Raleigh-Durham (41)	39
	WSAL-TV (N)	Charleston-Huntington (46)	39
5.	WBNS-TV (C)	Columbus (37)	38
6.	WTVT (C)	Tampa-St. Petersburg (18)	36
	KTVX (A)	Salt Lake City (44)	36
8.	WWL-TV (C)	New Orleans (35)	35
9.	KDKA-TV (A)	Pittsburgh (12)	34
10.	WPVI-TV (A)	Philadelphia (4)	33
	WTVJ (C)	Miami (13)	33

Women, 18 to 49

(7 a.m. to 1 a.m., Sunday to Saturday)

Rank	Station (Network)	Market (Rank)	Share
1.	WBRC-TV (A)	Birmingham (40)	54
2.	WRAL-TV (A)	Raleigh-Durham (41)	48
	WNEP-TV (A)	Wilkes Barre-Scranton (49)	48
4.	WTNH-TV (A)	Hartford-New Haven (25)	46
5.	WSAZ-TV (H)	Charleston-Huntington (46)	41
	WTEN (A)	Albany-Schenectady-Troy (50)	41
7.	WBTV (C)	Charlotte (31)	40
	WWL-TV (C)	New Orleans (35)	40
	KSAT-TV (A)	San Antonio (45)	40
10.	WKBW-TV (A)	Buffalo (32)	39
	WPRI-TV (A)	Providence (33)	39

Men, 18 to 49

(7 a.m. to 1 a.m., Sunday to Saturday)

Rank	Station (Network)	Market (Rank)	Share
1.	WBRC-TV (A)	Birmingham (40)	53
2.	WNEP-TV (A)	Wilkes Barre-Scranton (49)	50
3.	WRAL-TV (A)	Raleigh-Durham (41)	49
4.	WSAZ-TV (N)	Charleston-Huntington (46)	42
5.	WTNH-TV (A)	Hartford-New Haven (25)	41
6.	WBTV (C)	Charlotte (31)	40
	WTEN (A)	Albany-Schenectady-Troy (50)	40
8.	WTAE-TV (A)	Pittsburgh (12)	39
9.	WKRW-TV (A)	Buffalo (32)	38
	WWL-TV (C)	New Orleans (35)	38

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FLASH REPORT: Newspaper advertising investment for November

NOVEMBER 1981		IN 100 THOUSANDS / IN MILLIONS	DOLLARS		CHANGE	
CATEGORIES	YEAR	1 2 3 4 5 6 7 8 9 1 5 10 15 20 25 30 35 40 45 50 55 60 65 70 75	1981	1980	ACTUAL $ G OR L	% G OR L
Department stores	1981		$73,281,937	$64,508,010	+8,773,927	+ 13.6
	1980					
Food stores	1981		19,858,193	16,506,621	+3,351,572	+ 20.3
	1980					
Radio, tv, phonographs, records	1981		11,288,444	8,943,930	+2,344,514	+ 26.2
	1980					
Alcoholic beverages	1981		2,868,784	3,030,695	– 161,911	– 5.3
	1980					
Cameras, photo supplies & services	1981		1,210,392	1,088,663	+ 121,729	+ 11.2
	1980					
Beverages: coffee and tea	1981		316,386	312,481	+ 3,905	+ 1.3
	1980					
Beverages: soft drinks, diet/non diet	1981		288,986	305,954	– 16,968	– 5.5
	1980					
Soaps, cleansers & polishes	1981		142,156	64,925	+ 77,231	+119.0
	1980					
Cold, cough & sinus remedies	1981		7,882	3,719	+ 4,163	+111.9
	1980					
Headache remedies & sedatives	1981		0	0	+ 0	+ 0
	1980					
Publishing & media	1981		13,235,255	11,335,335	+1,899,920	+ 16.8
	1980					
Sporting & Leisure time equipment	1981		1,360,073	502,140	+ 857,933	+170.9
	1980					
Cigarettes	1981		5,684,314	8,359,143	–2,674,829	– 32.0
	1980					
Cosmetics, makeup & manicure products	1981		139,385	107,491	+ 31,894	+ 29.7
	1980					
Airlines	1981		11,295,874	6,992,933	+4,302,941	+ 61.5
	1980					
Passenger cars-new	1981		7,536,024	6,626,057	+ 909,967	+ 13.7
	1980					

This Flash Report of newspaper advertiser investment, compiled for Advertising Age by Media Records, is derived from tabulations that cover 33 dailies and 25 Sunday editions in 14 cities: Atlanta, Baltimore, Boston, Chicago, Cleveland, Dallas, Denver, Los Angeles, Miami, New York, Philadelphia, Pittsburgh, San Francisco and Washington. The *Washington Star* ceased publication Aug. 7, 1981, and so, for comparability, has been excluded from this report.#

Source: Media Records Inc.

Newspapers up 15.7% through 3 quarters of '81

NEW YORK—Advertising for financial institutions and for housing and decoration led all newspaper retail categories in gains for the first three quarters of 1981 compared to the same period in 1980, according to the Newspaper Advertising Bureau. Total retail advertising volume for the period was $6.828 billion, up 15.7% over 1980.

Financial advertising, having led all groups in growth during the past three years, increased 26% to $345,800,000. The housing and decoration category, which the bureau has predicted will grow rapidly in the 1980s, was up 19.8% to $1.336 billion.

Entertainment and hobbies gained 16.3% to $1.179 billion, with the 8.3% increase shown by theaters contributing $376,400,000 to that total. General merchandise, the largest retail category, increased 11.4% to $2.526 billion, with department stores up 14.1% to $1.444 billion.

Food and drugstore advertising was up 15.3% to $788,800,000, with food stores increasing 15.3% to $634,300,000 and drugstores up 14.9% to $154,500,000.

In special category figures for November, 1981, compiled for ADVERTISING AGE, sporting and leisure time equipment showed the biggest gains, increasing 170% to $1,360,000, with advertising for soaps, cleaners and polishers, on a smaller base, following with a 119% increase to $142,000.

Three categories showed declines: Cigarets down 32% to $5,684,000; soft drink beverages down 5.5% to $288,000; alcoholic beverages down 5.3% to $2,868,000.#

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New honor for jingle writers

NEW YORK—The National Academy of Music's Songwriters Hall of Fame has decided to add a jingle songwriter category to its tunesmith awards for the first time.

Serving on the panel of judges to decide the nominees for the jingle honor are: Arnold Eidus, senior vp-music director, Ted Bates & Co.; Hal Grant, senior vp-music director, Ogilvy & Mather; Elliot Lawrence, music consultant, N W Ayer; Spencer Michlin, founder/chairman, Michlin & Co., and James P. Forkan, senior editor, ADVERTISING AGE.

Rance Crain, Chicago-based AA editor-in-chief and Crain Communications president, will present the award to the winner.

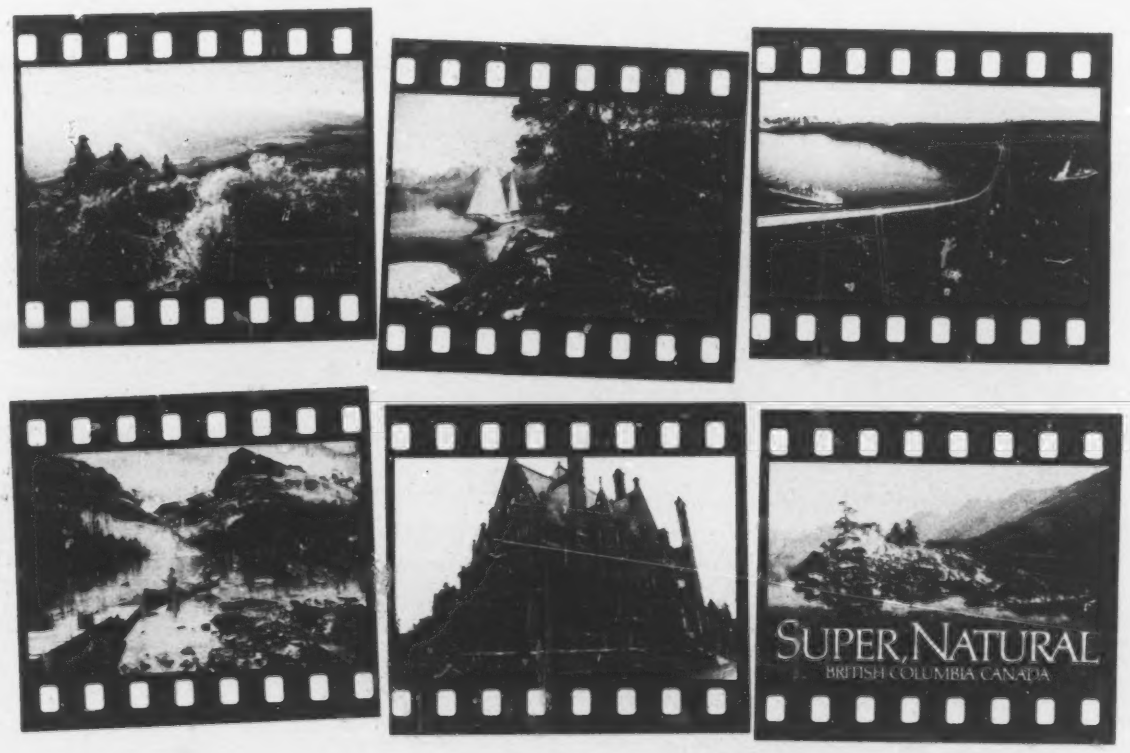
Sammy Cahn, the famous composer who also is president, Songwriters Hall of Fame, said the awards ceremonies will be at a March 15 dinner here. The group hopes to line up tv coverage.#

NAB names Stockmeyer

WASHINGTON—The National Assn. of Broadcasters named Steven F. Stockmeyer, former executive director of the National Republican Congressional Committee, its new lobbyist.

He is replacing Kenneth Schanzer, who is now at NBC Sports, as NAB senior vp-government relations.

OUR BACKLOT.



Quite a view. And it's all right up here. Really. Along with a track record of major studio successes. Production companies like Paramount, Disney, Filmways and Mercury Pictures. Films like The Grey Fox, Harry Tracy — Desperado, Reckless and Babysitter. And a dollar exchange rate that'll make any producer smile.

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